### Benefits of Social Media Policy

- Ensuring new employees have the tools to create consistent, positive & valuable brand messages
- Baseline to stand by & build a safe working environment for all
- Preventing a PR crisis as a result of an offensive employee post
- Protecting Data Privacy
- Enabling employees to handle legal & regulatory issues with sensitivity

### What to include in your Policy:

- Guidelines
- Prohibited Conduct
- Permissible Conduct
- Retaliation

### What if an Employee posts racist, sensitive content?

1. Do NOT ignore it
2. Investigate promptly
3. Disciplinary Action
4. Follow up
5. Company wide communication

### Examples of posts that may warrant Disciplinary Action:

- Hate speech of any kind
- Speech that is severe enough to constitute a hostile work environment
- Threats to an employees health or safety
- Speech that damages the company’s clients, customers or employees

### Know your state laws on this issue:

According to CA Labor Code § 980, an employer may not require or request an employee or applicant for employment to:

- Disclose a username or password for the purpose of accessing personal social media.
- Access personal social media in the presence of the employer.
- Divulge any personal social media.

Further information on the CA Labor Code can be found at our References link below this infographic.

### Conclusion:

All employees should be educated about their responsibilities and the consequences of their social media conduct and activities. Not having a company social media policy in place can result (worst case) in irrevocable damage to your organization’s brand.