

Social Media Policies in the Workplace



What to include in your Policy:

- Guidelines
- Prohibited Conduct
- Permissible Conduct
- Retaliation

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

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

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

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.

