Employee Social Media Policy

Replace each [Placeholder]. Keep the protected-rights section in place; it reflects federal labor law that applies to most private employers, whether or not they are unionized. Review with employment counsel, especially if you operate in states with social media privacy laws.

1. PURPOSE AND SCOPE

This policy explains how [Company Name] expects employees to use social media when their activity involves the company, our customers, or coworkers. Social media includes social networks, video and photo sharing sites, messaging groups, forums, review sites, blogs, podcasts and any similar platform, whether used on a personal device or a company device, during or outside working hours.

This policy applies to all employees. Contractors and temporary workers are covered where their agreements say so. Your personal social media is your own business. This policy only applies where your activity identifies the company, involves company information, or affects coworkers, customers or the workplace.

2. YOUR RIGHTS

Nothing in this policy limits your right to discuss or share information about wages, benefits, schedules, working conditions or other terms of employment with coworkers or others, to communicate about union activity, or to engage in any other activity protected by Section 7 of the National Labor Relations Act. Nothing in this policy prevents you from reporting possible violations of law to a government agency, or from participating in any government investigation. This policy will not be interpreted or applied to interfere with those rights.

3. SPEAKING ON BEHALF OF THE COMPANY

Only employees authorized by [Communications / Marketing team] may post on official company accounts or make statements on behalf of [Company Name]. If a journalist, analyst or influencer contacts you about the company, refer them to [contact]. If you mention your work in a personal post and give opinions about the company or our industry, make clear the views are your own, for example: "Views are my own."

4. CONFIDENTIAL AND PERSONAL INFORMATION

Do not post: trade secrets; non-public financial results; unreleased products or plans; information about customers, clients or patients, including names, account details, photos or call recordings; other employees' personal data, such as home addresses, medical information or Social Security numbers; or security information such as badge photos, building layouts or system screenshots. This does not restrict your right to discuss your own or coworkers' wages and working conditions.

5. ENDORSEMENTS AND DISCLOSURE

If you post about [Company Name]'s products or services, or a client's, disclose that you work for the company (for example, "I work at [Company Name]" or #employee) in the post itself. This is required under the Federal Trade Commission's endorsement guidelines when there is a material connection between you and the brand. Do not post fake reviews or ratings of the company, its products or competitors.

6. CONDUCT TOWARD OTHERS

Our [Anti-Harassment Policy] and [Equal Employment Opportunity Policy] apply online. Do not use social media to harass, threaten, or discriminate against coworkers, customers or others, including through private messages and group chats. Threats of violence and sharing intimate images without consent are never acceptable. Posts that are simply critical of the company or of management are not, by themselves, a violation of this policy.

7. USE DURING WORK TIME AND ON COMPANY SYSTEMS

Personal social media use during working time should not interfere with your job duties or with safety. [Optional: Employees in customer-facing or safety-sensitive roles may not use personal devices while on the floor or operating equipment, except during breaks.] Company devices, networks and accounts may be monitored in line with our [Acceptable Use Policy] and applicable law.

8. PERSONAL ACCOUNT PRIVACY

[Company Name] will not ask applicants or employees for passwords or access to personal social media accounts, ask them to log in in front of a manager, or require them to add a manager as a contact, except where the law allows for a specific investigation. Managers should think carefully before sending connection requests to their direct reports.

9. RECRUITING AND HIRING

Employees are welcome to share company job postings on their personal accounts. Hiring decisions must not be based on a candidate's personal social media content. If a background or social media screening is used for a role, it will be done by [HR or an approved vendor] using job-related criteria and in line with applicable law.

10. VIOLATIONS AND QUESTIONS

Violations of this policy may lead to discipline up to and including termination, consistent with our [Progressive Discipline Policy] and applicable law. If you are unsure whether a post is appropriate, ask [contact] before posting. If you see content that may violate this policy or that threatens someone's safety, report it to [HR contact].

Effective date: [Date].