



Social Media Policy Resources

Social media policies range from very broad guidelines to prescriptive use of social media. Policies should reflect the culture, industry and business sensitivity of their organizations. Typical policies set practice guidelines including:

- personal use of social media, as well as use on behalf of corporation
- brand/corporate values, standards of business conduct
- emphasize personal accountability for what is communicated via social media
- defines social media specifically
- which department(s) and who are responsible for upholding the brand and resolving social media issues
- how social media will or will not be monitored
- how to respond to negative comments and misinformation about the corporation
- copyright and infringement issues, attribution
- conflict of interest disclosure
- protection of intellectual property
- respect for privacy
- blog comment screening
- using social media during work hours
- customer service and other departmental service boundaries
- site visitor privileges/functions
- who will represent the brand through social media
- how to report inappropriate practice and conduct
- how to add value to conversations via social media

Social Media Policy Examples

IBM Social Computing Guidelines

<http://www.ibm.com/blogs/zz/en/guidelines.html>

Kodak – Social Media Tips & Policy Guidelines

http://www.kodak.com/US/images/en/corp/aboutKodak/onlineToday/Kodak_SocialMedia_Tips_Aug14.pdf

Intel

http://www.intel.com/sites/sitewide/en_US/social-media.htm

Air Force Web Post Response - *Flow Chart*

http://www.wired.com/images_blogs/photos/uncategorized/2009/01/06/air_force_blog_char.jpg

Air Force New Media Guidelines

<http://www.af.mil/shared/media/document/AFD-090406-036.pdf>

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