

Social Media Policies

Sara Clark

Office of Web and New Media

follow your
PASSION
find your
PLACE

Understand the medium

- Everchanging
- Community
- Common sense

Understand your organization

- Is your organization conservative or easy going?
- How can social media help accomplish institutional goals?
- Do approvers and implementers understand the different mediums and opportunities?

Social Media.



Training your employees

- Is everyone allowed to post via social media on behalf of the company?
- Does someone need to approve all social media accounts for your organization?
- Can they use personal social media while at work?
- Do they know what's off limits?

Walmart on who's allowed

Remember that we have a dedicated FB team tasked with responding to customer inquiries or criticism. Our Official Walmart Facebook team is responsible for engaging customers through our page. You should not attempt to respond to customer inquiries or comments directed to the Company on this site.

[Full policy](#)



Colorado State on approval

- Officially-recognized CSU social media accounts and web pages be reviewed and approved through an application process.
- Each social media account will have responsible administrators assigned.

[Application](#)

[Full policy](#)



Kodak on disclosure

Even when you are talking as an individual, people may perceive you to be talking on behalf of Kodak. If you blog or discuss photography, printing or other topics related to a Kodak business, be upfront and explain that you work for Kodak; however, if you aren't an official company spokesperson, add a disclaimer to the effect: "The opinions and positions expressed are my own and don't necessarily reflect those of Eastman Kodak Company."

[See full policy](#)

Red Cross on work time

Respect Work Commitments

Please remember that blogging and other social networking activities are personal and should be done on your own time unless you have specifically been assigned to perform an online activity related to your Red Cross responsibilities as an employee or volunteer.

[See full policy](#)

Best Buy don't share list

- The numbers
- Promotions
- Personal information
- Legal information
- Anything that belongs to someone else
- Confidential information

[Full policy](#)

Intellectual property and copyright

- Who owns the content your organization creates?
- What about content posted to social media space (not organizational equipment)?

Using copyright materials

Fair use doesn't apply very often

. . . Permissible to use limited portions of a work including quotes, for *purposes such as commentary, criticism, news reporting, and scholarly reports*. There are no legal rules permitting the use of a specific number of words, a certain number of musical notes, or percentage of a work.

[Full FAQ](#)

Potential copyright problems

- Background music to videos
- Images within posts
- Content licensed for non-online sharing/distribution

MSU on obtaining consent

Intellectual property, including works subject to copyright, require written consent prior to publication on the Web. Providing notice and obtaining consent are the responsibilities of the website supervisor requesting publication. A record of the consent must be maintained as long as the content is online. Consent obtained by electronic means will be considered adequate.

[Full policy.](#)

Copyright review procedures

- Who needs to review?
- What are they reviewing and how often?
 - Proactive versus reactive review
- What happens when something is wrong?

Offer resources

- [Copyright-free music](#)
- Organizational image galleries
- Creative Commons

Comments

- Have you considered that commenters are not internal to organization?
- Are they allowed and/or moderated?
- What comments are considered unacceptable?

Community building

- Not all comments are positive.
- Community responses are sometimes more meaningful.

Mayo on comments

We encourage your comments on Mayo Clinic's various blogs, and hope you will join the discussions. We can't respond to every comment, particularly those that deal with individual medical cases and issues. We review comments before they're posted, and those that are off-topic or clearly promoting a commercial product generally won't make the cut. We also expect a basic level of civility; disagreements are fine, but mutual respect is a must, and profanity or abusive language are out-of-bounds.

[Full policy](#)

Intel on comments

Moderation (reviewing and approving content) applies to any social media content written on behalf of Intel by people outside the company, whether the site is on or off intel.com. . . .

The “house rules”: Whether content is post-moderated or community moderated, we use this rule of thumb: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then it can be approved, regardless of whether it’s favorable or unfavorable to Intel. But if the content is ugly, offensive, denigrating, and/or completely out of context, then we ask our moderators and communities to reject the content.

[Full policy](#)

Privacy and releases

- Are you protecting the likeness of visitors at your events?
- Are you protecting the likeness of your employees and customers?
- Are you filming guest speakers?

Obtaining releases

- Needs to be collected from identifiable subjects
- Youth need their parents to sign the form
- Audience members needs to know about recordings

MSU on releases

The University shall have the right to photograph, publish, re-publish, adapt, exhibit, perform, reproduce, edit, modify, make derivative works, distribute, display or otherwise use or reuse the undersigned's image, voice and/or likeness in connection with any product or service in all markets, media or technology now known or hereafter developed in University's products or services, as long as there is no intent to use the image, voice and/or likeness in a disparaging manner.

[Complete form](#)

Need a policy?

Need it quick?

Get started today.

*PolicyTool is a policy generator that simplifies the process of creating guidelines that respect the rights of your employees while protecting your brand online.**

It's easy. The streamlined process simply requires you to answer a brief questionnaire and provides you with a complete Social Media Policy customized to your company.

*PolicyTool has been developed by **rtraction** in collaboration with Harrison Pensa lawyer **David R. Canton**, one of Canada's leading authorities in internet and technology related legal issues.*

*Just released! Check out the new **Privacy Policy Generator**.*

[Start Now](#)

Legal counsel

Your biggest ally in policy development

Resources

- Social Media Governance
<http://socialmediagovernance.com/policies.php>
- Mashable topic: social media policy
<http://mashable.com/follow/topics/social-media-policy/>
- Copyright FAQ
<http://www.copyright.gov/help/faq/>
- Social Media Today
<http://socialmediatoday.com/all/16572>

