

DO YOU NEED A SOCIAL MEDIA POLICY FOR YOUR BUSINESS?

Social media provides an excellent opportunity for direct engagement with your target market and existing customer and client base. It's important to focus not only on the marketing aspects of your social media policy but also the legal aspects.

Your corporate social media policy is core to managing your business' online reputation, minimising the risk of your business being held liable for unauthorised online activity by employees and ensuring that protocols are in place for the prudent management of your business' social media activity.

The checklist below outlines the questions you need to ask yourself and discuss internally when formulating a social media policy. The list is comprehensive, not necessarily exhaustive. There may be considerations unique to your business that need to be taken into account.

We are pleased to advise on the formulation of your business' social media policy. Contact andrea@medialawyer.ie or sarah@medialawyer.ie

Social Media Policy Formulation Checklist

1	What do we seek to achieve for the company / brand by using social media ?	
2	What social media networks will we use to achieve those objectives?	
3	Who may set up social media accounts on behalf of the company?	
4.	Who will approve the setting up of social media accounts for the company?	

5.	What email address will be used to set up social media account for the company?	
6.	What is the password?	
7.	Who has authority to change the password?	
8.	Who must be notified if the password is changed?	
9.	Who will keep a centralised list of social media accounts, e mail addresses used to open them and passwords to accounts?	
10	Who will have access to company social media on behalf of the company?	
11	Will we monitor social media activity on our social media accounts?	
12	Who will monitor company social media on behalf of the company and respond to any complaints or apparent legal issues?	
13	What criteria will we use for the removal of content that we monitor on our social media accounts?	
14	What training (if any) will be provided to employees using social media on behalf of the company?	
15	Will employees be permitted access their personal social media from workplace PCs?	
16	Will any high profile employees be encouraged to use social media in their own name in association with their work?	
17	What restrictions (if any) will apply to material employees post on their personal social media accounts about the company / work-related matters?	
18	What privacy settings apply to our corporate social media accounts?	
19	What is our policy on confidentiality – maintaining commercial confidences of the company / maintaining confidential information obtained from third parties by those using social media on behalf of the company / by our employees and contractors?	
20	What editorial / copy clearance guidelines do we want to apply to use of company social media / website?	
21	How will the social media policy interact with existing disciplinary procedures?	
22	How will the company social media policy be communicated to employees?	
23	What is our internal protocol for notification and take down of offensive / unlawful	

	material from our corporate website / social media accounts	
24	Does the company's public liability policy cover liability for use of social media?	
25	If so, what conditions or restrictions apply to this insurance cover?	
26	What is our policy on private social media use by employees / presenters and how is this communicated to those employees / presenters?	
26	Does the social media policy raise any industrial relations/collective bargaining considerations – privacy, disciplinary procedures?	

© MediaLawyer, Solicitors, 2013

Copying and dissemination of this checklist is permitted by the copyright holder subject to; (a) acknowledgment of copyright ownership as indicated above, and (b) no commercial exploitation without consent of copyright owner.

