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Social Media Policy

State of Alabama

Company Name: _____

Last Updated Date: _____

Social media has changed the way that we all act and interact. At _____ (the "Company"), we recognize that all employees will likely utilize social media in their day-to-day lives. This Social Media Policy was created to ensure that those working for or with the Company are using social media responsibly, so as to ensure the interests of the Company are protected.

We believe that your success is our success. That's why we've developed this Social Media Policy to help outline our policies and procedures and to help guide you throughout your relationship with us.

The purpose of this Social Media Policy is not only to help you ensure a fruitful working relationship with the Company but also to clarify the specific rules regarding what may be shared about the Company (if anything).

Your personal activity on the internet may be subject to this Social Media Policy if it impacts the business of the Company, Company employees, or your work at the Company.

Please take the time to read and review this Social Media Policy as thoroughly as possible. If you have any questions, please reach out to your supervisor.

The following definition will be used for "social media" in the context of this Policy: mobile and web-based applications for user-generated content, communication, and social interaction. This definition includes, but is not limited to, the following social media platforms: blogs, online communities, discussion forums, review sites, Instagram, Twitter, Facebook, LinkedIn, Snapchat, Youtube, Reddit, Google+ and any other related

or similar websites.

SECTION 1: GENERAL

This Social Media Policy will cover the following:

- Your social media activities while at work
- Your social media activities while utilizing Company electronic devices
- Restrictions on representing the Company online
- Your social media activities while on your own time and not utilizing Company property

Please be advised that this Social Media Policy asks you to assume that all of your online activities are publicly visible and available at any given time. You may be subject to termination for violating any of the Company's internal policies, such as posts which may display unlawful harassment or discrimination or which may include racial slurs, epithets, and/or derogatory remarks, stereotypes, jokes, offensive visuals based on race, national origin, age, disability, marital status or other legally protected classifications.

SECTION 2: UTILIZING SOCIAL MEDIA WHILE AT WORK

Personal social media use is not permitted at work.

SECTION 3: UTILIZING SOCIAL MEDIA WHILE USING COMPANY ELECTRONIC DEVICES

Personal social media use is not permitted on Company devices.

SECTION 4: RESTRICTIONS ON REPRESENTING THE COMPANY ONLINE

Employees who are permitted to access the Company social media accounts in order to post content online will be specifically notified as such in writing. If you are not one of these employees, you may not utilize the Company's official social media accounts or represent the Company online in any way.

If you are permitted to officially represent the Company online, the following guidelines apply:

- Be respectful and polite. Never get into arguments with customers or clients.
- Avoid making promises. If you are dealing with a customer service issue, always offer to speak to the customer or client on the phone, rather than making express promises online.
- Do not answer questions that are not within your expertise. If you need help from senior managers, ask before you post.
- Follow all written Company guidelines, such as the Company's employee handbook, privacy policy, confidentiality policy, and any other written documents.
- Never share sensitive Company information, even if it is not subject to a written policy. Sensitive Company information includes customer and client lists, marketing strategies, financial information, protected intellectual property, sales numbers, or any other information which is not generally publicly available.
- Remain in constant contact with the marketing team regarding content you post.
- Avoid deleting customer or client comments or questions, even if you disagree with them.
- Do not post anything which may display unlawful harassment or discrimination or which may include racial slurs, epithets, and/or derogatory remarks, stereotypes, jokes, offensive visuals based on race, national origin, age, disability, marital status or other legally protected classifications.
- Correct false information about the Company as soon as possible.
- Never violate the intellectual property rights of any third party. Obtain proper permission to use any content, and always use the correct attribution form.
- Be mindful of the following rules:
 - _____

SECTION 5: YOUR PERSONAL SOCIAL MEDIA ACTIVITIES

While your activities on your own time and devices are your own business and responsibility, the Company requests that you keep the following in mind for your own personal social media activities:

- Always act according to the terms and conditions of the social media websites you are posting on.
- Ensure that you make clear your views are not the Company's views, through disclaimers.
- Always act lawfully.
- Avoid discussing illegal activities, such as drug use.
- Always ask others for permission before posting about them.

Please keep in mind that you are an at-will employee, and if the Company discovers any

objectionable content on your personal social media accounts, you may be subject to termination.

While adhering to the Company's policies, employees are encouraged to use their social networking platforms to support our activities through their personal social media accounts.

SECTION 6:

You are legally responsible for anything you post on your personal social media accounts, including failure to disclose relationships in marketing, or posting about any unlawful activity. If you violate any laws while posting on Company social media accounts, you may be required to indemnify the Company for any damages caused.

All employees are required to comply with the rules and regulations listed in the Employee Handbook, as well as this Social Media Policy.

For any questions, please see your supervisor.

Employee Name:_____

Employee Signature:_____

Date:_____