



Defining your social media policy

To minimise risk related to your social media activities, it is important you give some consideration to defining a social media policy.

Take a moment to answer these key questions which will help you define your social media policy:

WHO will be allowed to post – Only you? Certain staff? Another company? What if the usual person is away?

WHAT are they allowed to post? Random musings? Work related?

WHEN are they allowed to post? – *As often as they like? A few times a day? Daily? Weekly?*

HOW are they allowed to post? *Logged in to a certain persons profile, via a syndication tool (e.g. Hootsuite or ping.fm – see page 43 for more), as themselves?*

WHERE can they post to? *Just Twitter? Facebook Page & Twitter? All networks?*

What is the screening process? *Free for all? None at all? Scheduled but approved?*
