WHY IT IS IMPERATIVE TO HAVE SOCIAL MEDIA POLICY IN THE WORKPLACE?

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Introduction

Companies use online platforms to interact, create and share content online to promote their products and services, raise their company's profile as it gets the company's name and brand out into the public domain and to make it easily accessible to its customers. However, issues arise when there are no guidelines to regulate the content that is allowed on social media platforms. Issues such as: who can put out such content, when can such content be uploaded onto these platforms, etc.

So what is the solution to these issues?

A social media policy would be the solution. This policy may be described as a code of conduct implemented by companies which regulates, monitors and sets out the ground rules for employees when using social media platforms.

Checklist for a social media policy

A good social media policy should define the scope and use of any social media platform. In addition, the policy should provide for an administrator to oversee and supervise social media networking sites. The administrator should be trained regarding the terms of the policy and his or her responsibilities to review content that is shared on social media platforms to ensure that it complies with the policy and promotes the company's goals. The policy should outline standards allowed for public interaction and the posting of comments. Information that is protected by copyright or trade mark laws should not be posted on a social media site unless the owner of the intellectual property has granted permission.

Conclusion

It is imperative that companies have social media policies in place as it protects the company and the employer from cases of social media misconduct. All employees should be required to sign a written acknowledgment that they have received, have read, understand and agree to comply with the social media policy.