

# Your Social Media Policy in Action

Social media is a critical component for promoting your business, so it's important to establish some ground rules on how your business should represent itself online. Once you've drafted your social media policy, take a look at how those rules work in the real world. Use this example to get do's and don'ts to help your employees understand the best way to interact with customers.

## Mum's the Word

Ensure employees never reveal confidential information. Posting about new hires, unannounced company news or acquisitions is against protocol.

## Know Your Rights

The National Labor Relations Board says company social media policies should not prevent workers from engaging in conversations protected by federal labor law, including discussing wages or working conditions.

## Assign a Social Team

Assigning just a few people to your social media team streamlines the process of responding to customer comments and promotes a consistent brand voice. It also encourages team accountability.

## Respond to All Comments

Retailers should respond to all questions and comments posted online. Addressing negative comments gives you the opportunity to explain company policy or a second chance to make things right.

## Encourage Accountability

You can't control what your employees post to their own accounts, but you can recommend they uphold your business's standards. Remind employees their posts could have real-life implications for your business and for their livelihood.

## Never Use Hate Speech

Those representing your company must never post anything derogatory regarding age, religion, gender, sexual orientation, race or any other divisive topic.

## Give It a Goal

Define a goal for your social media outreach. Having a purpose for your social media accounts enables your team to understand what kind of posts advance the goal and which may fall short. A stated, actionable goal can give your social media outreach drive and direction.

