



Social Media Checklist

This is a checklist designed to help guide business through the process that should occur when developing a social media policy for the workplace. It will help give your business some perspective when covering off on the major issues that need to be addressed in such a policy.

- ✓ Have you defined social media? You need to have a definition that is wide enough to cover social media platforms commonly used now, as well as any that might become used in the future.
- ✓ What is the purpose of your policy? What is the company's overall strategy with regards to social media and how do you envisage employees engaging in this space?
- ✓ If using social media as an overall company strategy, who is responsible for the implementation and mentoring/management of social media in your workplace?
- ✓ You need to be upfront and specific about what is an absolute no-no. What are the prohibited forms of communication?
- ✓ There need to be some guidelines about the setting up and general use of social media.
- ✓ Do you wish to monitor employee use of social media? Have you received legal advice about this and inserted the correct clauses into the policy regarding monitoring?
- ✓ The most important part: what are the appropriate use guidelines? This section needs to cover off on areas such as confidentiality, privacy, honesty and accuracy, competition, respect and fair use.
- ✓ What happens if an employee violates the policy?
- ✓ There needs to be a section where the employee signs the policy and indicates that they have understood the policy.

This checklist is intended as a guide only and does not replace specific legal advice. Should you wish to discuss any information in this toolkit please contact BlandsLaw.

