

SOCIAL MEDIA POLICY

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This Social Media Policy (this "**Policy**") is issued as of [EFFECTIVE DATE] (the "**Effective Date**") by [COMPANY LEGAL NAME], a [STATE] [ENTITY TYPE, e.g. corporation] with its principal place of business at [COMPANY ADDRESS] (the "**Company**"), and applies to every [EMPLOYEE / CONTRACTOR / INTERN] of the Company (each, a "**Worker**").

Recitals. Social media can build the Company's brand and connect its people, but it also creates risks to confidentiality, reputation, and legal compliance. The Company issues this Policy to set clear, lawful expectations for Workers' conduct on social channels, both on and off duty, while respecting Workers' legal rights to engage in protected activity. By acknowledging this Policy, the Worker agrees to the terms below.

1. Scope and Definitions

1.1 Covered platforms. "**Social Media**" means any public or semi-public online platform for sharing content, including social networks, microblogs, forums, comment sections, review sites, messaging communities, video and audio platforms, and blogs, whether accessed on Company or personal devices.

1.2 Covered activity. This Policy applies to Social Media activity that identifies, references, or could reasonably be connected to the Company, its people, customers, or business, whether posted during or outside working hours.

1.3 Company accounts. "**Company Accounts**" means Social Media accounts that the Company owns, controls, or authorizes a Worker to operate on its behalf.

1.4 Personal accounts. "**Personal Accounts**" means a Worker's own Social Media accounts used for personal purposes.

2. Protected Rights

2.1 No interference with legal rights. Nothing in this Policy is intended to, and it will not be applied to, restrict any Worker's rights under applicable law, including the right of employees to discuss wages, hours, and working conditions, to engage in concerted activity, to report unlawful conduct, or to engage in other legally protected speech or activity.

2.2 Interpretation. Any ambiguity in this Policy will be read consistently with those rights, which vary by jurisdiction and control over any conflicting provision here.

3. Use of Company Accounts

3.1 Authorization. Only Workers expressly authorized in writing by [ROLE, e.g. the Marketing Director] may post to, or manage, Company Accounts.

3.2 **Brand standards.** Authorized Workers will follow the Company's brand voice, visual guidelines, and approval workflow, and will not post content that has not been reviewed where review is required.

3.3 **Credentials and access.** Login credentials for Company Accounts are Confidential Information of the Company, must be stored securely, and must be surrendered on request or on the end of the Worker's engagement. The Company retains sole ownership of all Company Accounts, followers, and content.

4. Personal Account Conduct

4.1 **Speak for yourself.** When discussing the Company on a Personal Account, the Worker will make clear that the views are the Worker's own and not the Company's, and will not create the impression of speaking on the Company's behalf unless authorized.

4.2 **Respect and professionalism.** The Worker will not post content that is unlawfully harassing, discriminatory, threatening, defamatory, or that constitutes bullying of coworkers, customers, or business partners.

4.3 **Honesty.** If the Worker endorses or promotes the Company's products or services, the Worker will disclose the relationship with the Company as required by applicable advertising and disclosure rules, and will not post fake reviews or misleading endorsements.

5. Confidential and Proprietary Information

5.1 **No disclosure.** The Worker will not post the Company's confidential, proprietary, or trade-secret information, including non-public financials, product roadmaps, customer lists, security details, or internal communications.

5.2 **Third-party information.** The Worker will not post personal data of customers, coworkers, or others without consent, and will respect the privacy and intellectual property rights of third parties, including copyright and trademark.

5.3 **Embargoes and announcements.** The Worker will not pre-announce or leak Company news, deals, hires, or events before the Company has publicly released them.

6. Intellectual Property and Confidentiality of Content

6.1 **Company marks.** The Worker will use the Company's name, logos, and trademarks only as authorized and only in a manner consistent with Company guidelines.

6.2 **Content ownership.** Content created within the scope of a Worker's duties for Company Accounts is the Company's property. Personal content remains the Worker's, subject to this Policy.

7. Monitoring and Privacy

7.1 **Public content.** The Company may review publicly available Social Media content to protect its interests, consistent with applicable law.

7.2 **Limits.** The Company will not request or require a Worker's Personal Account passwords, and will not access non-public Personal Account content, except as permitted by applicable law, which varies by jurisdiction.

8. Reporting and Enforcement

8.1 **How to report.** A Worker who sees content that may violate this Policy, or who is unsure whether a post is permitted, should contact **[CONTACT NAME / ROLE]** at **[CONTACT EMAIL]**.

8.2 **Removal and correction.** The Company may ask a Worker to remove or correct a post that violates this Policy and the law; the Worker will comply promptly with any lawful request.

8.3 **Consequences.** Violations may result in corrective action up to and including termination of engagement, consistent with applicable law and the Worker's other agreements with the Company. Enforcement will be applied consistently and will not target legally protected activity.

9. General Provisions

9.1 **At-will and no contract.** [OPTIONAL: For at-will jurisdictions:] This Policy does not create a contract of employment or alter the at-will nature of any employment relationship.

9.2 **Governing law.** This Policy is governed by, and will be interpreted under, the laws of the State of [STATE], to the extent consistent with applicable federal and local law.

9.3 **Updates.** The Company may update this Policy from time to time and will communicate material changes to Workers. Continued engagement after notice constitutes acceptance of the updated Policy.

9.4 **Severability.** If any provision is unenforceable, the rest remains in effect.

9.5 **Acknowledgment.** By signing below, the Worker confirms they have read, understood, and agree to comply with this Policy.

ACKNOWLEDGMENT

I have received, read, and understood this Social Media Policy and agree to comply with it. I understand that nothing in this Policy limits my legally protected rights.

WORKER	COMPANY REPRESENTATIVE
Signature: _____	Signature: _____
Printed name: [NAME]	Printed name: [NAME]
Title: N/A	Title: [TITLE]
Date: _____	Date: _____

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