



CONWAY

A collage of various global landmarks including the Burj Khalifa, Burj Dubai, Space Needle, Taj Mahal, Petronas Towers, Eiffel Tower, and Empire State Building. The image is rendered in a monochromatic blue and white color scheme.

DIGITAL POLICY – Guidelines for Social Media



1- WHAT ARE SOCIAL MEDIA GUIDELINES AND POLICIES

2- WHY IT IS IMPORTANT TO DEVELOP GUIDELINES

3- WHO SHOULD FOLLOW THESE GUIDELINES

4- HOW TO DEVELOP YOUR POLICY/GUIDELINES

5- EXAMPLES AND BEST PRACTICE

ON A PERSONAL NOTE ...

Social Media is a window into your world.



It is a platform for you to build your personal brand.

Everything you post is a reflection of you and by default, your employer.

Most of all, when you post, you are presenting yourself.

FACT ...



30%

Fewer than 30% of professional organizations have social media policies/guidelines.

WHAT ARE SOCIAL MEDIA GUIDELINES

A social media policy is a corporate code of conduct that provides guidelines for employees who post content on the Internet either as part of their job or as a private person.



WHAT ARE SOCIAL MEDIA GUIDELINES

A social media policy outlines how an organization and its employees should conduct themselves online.

WHY GUIDELINES ARE IMPORTANT

Social media guidelines can help safeguard your organization, brand and reputation, while encouraging participation from your staff.

WHY GUIDELINES ARE IMPORTANT

Four core reasons to have a set of guidelines and a process:

Brand Opportunity

Reputation Management

Engagement and Two-Way Communication

Crisis Management

WHY GUIDELINES ARE IMPORTANT

The guidelines provide boundaries that can help circumvent poor judgement.

WHY GUIDELINES ARE IMPORTANT

1. Defends against legal trouble
2. Defends against security risks
3. Defends against controversy
4. Empowers employees to share organizational messages
5. Creates consistency across channels

WHY GUIDELINES ARE IMPORTANT

It is important to strike a balance and not stifle participation or creativity.

WHAT CAN HAPPEN IF YOU DON'T SET GUIDELINES

The Washington Post

Adidas apologizes for email congratulating runners who 'survived' Boston Marathon

By Bryan Flaherty April 18, 2017 [Email the author](#)



Elite men runners lead the field competes in Monday's 121st running of the Boston Marathon. (Steven Senne/Associated Press)

Adidas has issued an apology for an "insensitive email" sent Tuesday morning to Boston Marathon competitors congratulating runners "who survived" Monday's race.

The subject line for the email sent by Adidas read: "Congrats, you survived the Boston Marathon!" Just four years removed the 2013 bombing at the event that killed three people and injured more than 260 others, the messaging was derided on social media for being tone deaf and prompted a quick apology by the sports apparel company.

WHAT CAN HAPPEN IF YOU DON'T SET GUIDELINES



adidas 
@adidasUS

Follow



We are incredibly sorry.
Clearly, there was no thought given to the
insensitive email subject line we sent Tuesday.
We deeply apologize for our mistake.

The Boston Marathon is one of the most inspirational
sporting events in the world. Every year we're
reminded of the hope and resiliency of the running
community at this event.

12:54 PM - 18 Apr 2017

WHO SHOULD FOLLOW THESE GUIDELINES

EVERYONE !

All employees of your organization should be aware of your guidelines, regardless of their position in the company.

They should be aware of:

Organizational Guidelines

Personal Guidelines for Employees



CORE COMPONENTS OF GUIDELINES

Social media guidelines should be rolling documents that are continually updated and amended with attitudes/tone, the times and technology.

CORE COMPONENTS OF GUIDELINES

Example of an attitudinal shift:

#METOO and the gender empowerment movement

Should prompt extra care when discussing potentially gender-sensitive topics.

CORE COMPONENTS OF GUIDELINES

Break guidelines into two groups:

Social media guidelines for your organization's official channels

Social media guidelines for employees

CORE COMPONENTS OF GUIDELINES

Process: When posting on official channels, what are the protocols?

- Who do you get approval from/who should review the post?

Recommendation: Manage posts like you would a press release. Have at least two people review it for approval

CORE COMPONENTS OF GUIDELINES

Brand guidelines: How to talk about your organization.

- Messaging, look and feel, the language of your organization
- Images – provide an image bank
- Provide – provide your teams with developed posts or themes

CORE COMPONENTS OF GUIDELINES

Etiquette and engagement: Outline how, and if, you want employees to respond to mentions of your organization (positive and negative).

- Do you delete negative responses or respond to them?
- Avoid cursing, negativity and controversial subjects
- Be sensitive to other perspectives and opinions
- Don't engage in a back-and-forth debate
- Focus on community, inspired moments of positivity and optimism

CORE COMPONENTS OF GUIDELINES

Confidentiality: Define what organizational information should not be shared on social media.

- Company site visits and meetings
- Companies currently in negotiations
- New policies before they are finalized

*Be careful of your local politicians on this front.

CORE COMPONENTS OF GUIDELINES

Crisis: Develop crisis protocols for your social media guidelines.

- Security breach on your channels
- Weather, infrastructure, crime, or political climate
- Who and how will they respond – develop scenarios for each crisis model
- Someone posts something controversial or insensitive
- Someone posts something negative
- Negative/controversial event involving your organization or country

CORE COMPONENTS OF GUIDELINES

Consequences: Instructs employees and managers on the consequences of abuse of social media.

- Define the penalty for disregarding the social media guidelines
- Penalties for not following protocols

CORE COMPONENTS OF GUIDELINES

Social media for personal use: Lays out how and when employees should use social media, and what to avoid.

- Negativity, profane language, sexually explicit images
- Inappropriate topics and images
- Political commentary
- Controversial humor
- Debate and dialogue – this is not the platform
- Be sensitive to other perspectives
- Be respectful of other opinions

Play a neutral and positive role in your social media engagement

CORE COMPONENTS OF GUIDELINES

Air Force Social Media Guide



THINGS TO CONSIDER:

Encourage Airmen to tell their
unique Air Force stories

{01

Be honest about your unit and mission
(without violating OPSEC)

{02

Keep your interactions conversational and
informal, yet professional and tasteful

{03

CORE COMPONENTS OF GUIDELINES



Honor our differences.

CORE COMPONENTS OF GUIDELINES

Protocols for the approval process should include:

Message Approval – a minimum of two people and preferably three, should someone be on vacation – you don't want to hold up the process

Crisis Response – a defined process with a list of people who will be involved in crafting the response

Customer Service – how to deal with negative and positive stakeholder comments

CORE COMPONENTS OF GUIDELINES

Legal Components:

Top missteps include:

- Failure to credit sources for photos or reposted articles
- Private and confidential information
- Reposting of fake news or unconfirmed information

CORE COMPONENTS OF GUIDELINES

Security Components:

- Monitor your social media pages and posts so you can manage them
- Fake news
- Passwords – outside access to your channels
- Phishing attacks, scams, spam and malicious threats
- Protocols on identifying an attack and what to do if it happens
- Responding to a security breach



Coca-Cola

- Transparency –disclose your affiliation with coke
- Protect Privacy
- Respect people and copyrights
- Responsible
- Monitor

EXAMPLES AND BEST PRACTICE



GAP

- Transparency – disclose your affiliation with GAP
- Flame war – avoid controversial subjects
- Your Job – don't let social media impact your employment
- Mess Up – fix it immediately. Seek help if it is really bad
- Privacy – of the company, customers and employees

Los Angeles Times

- Integrity
- Professionalism
- Privacy of confidential sources
- Legal
- Authenticity
- Transparency – identify affiliation with Times

EXAMPLES AND BEST PRACTICE

Social Media Principles

1. Protect Information
2. Be Transparent and Disclose
3. Follow the Law, Follow the Code of Conduct
4. Be Responsible
5. Be Nice, Have Fun and Connect



Use common sense.

FINAL THOUGHTS ...



FINAL THOUGHTS ...



Stay away from controversy.

As government agencies and public employees, your job is to remain neutral with the sole focus of supporting your economy.

Be neutral on political topics, even when it comes to foreign politics – you don't know where your next investment is coming from.

FINAL THOUGHTS ...

Be prepared to manage crisis situations, especially password breaches.

Process and protocols should be woven into your guidelines.

Guidelines are rolling documents – they should be updated as scenarios and technologies change.

REMEMBER ...





CONWAY

Q&A

Shirar O'Connor
shirar@conway.com
+1 646 496 7668

THANK YOU