



Social Media Policy Builder

External Communications Questions

- On which social channels are we going to engage? On which channels are we not going to engage? Who decides? Who modifies these decisions? On what basis are these decisions made?
- Who is responsible for the organization's social media presence? Who is allowed to represent the company on social and digital media?
- What are the policies around communications on these channels? Do they differ from the other communications policies within the organization?

Internal Communications:

- How do we use digital and social communications within our own organization? (i.e. Slack, Yammer, SharePoint, messenger programs, intranet forums)
- What are the policies around communications on these channels?
- Who makes decisions about which channels to use internally?

Employees:

- What are employees allowed to say online about the organization on their own personal channels?
- What are the consequences of employees contravening this policy?

Regulations:

- What are we responsible for communicating? What are we responsible for not communicating?
- What industry regulations/legislation apply to our communications? What regulations/legislation apply to communications that users may make on our channels?