

Sample Social Media Policy

Our company has created this policy to eliminate all confusion about this company's interactions with social networks. As an employee of this company, you agree to abide by this document and its contents herein.

1. Permitted Use of Social Media (choose one of the following three)

[Company] allows employees to use personal social media networks during working hours. [Company] allows employees to use personal social media networks during working hours so long as it does not interfere with workflow, productivity or cause negative repercussions for any employee or employees of this company.

[Company] prohibits employees to use personal social media networks during working hours.

2. Disclosure

[Company] allows all employees to list [Company] as their employer in their personal social network profiles so long as the following takes place:

- Employee makes a full disclosure of where he or she works when commenting or interacting on any industry-related social networks.
- Employee never attempts to veil employment at [Company] in order to recruit or solicit customers.
- [Company] prohibits employees from making sales connections on social networks without express permission from [Company].
- Never attempt to make any opinions, statements or other interactions on behalf of the company in your personal social networking activity unless expressly asked by [Company].
- Don't in any shape or form comment negatively about customers of [your dealership's name] on your personal profile or work-related social networks outlined in this policy. Check with management before making any public reference to any customer of this dealership.
- If an employee decides to comment on a social network where his or her position at [Company] may lead to suspected bias from others, the employee must add the following statement to his or her comments "The opinions and positions expressed are my own and don't necessarily reflect those of [your dealership's name]."

3. Required Work Usage of Social Media

As an employee of [Company] you may be required or assigned to engage in social networks as a brand representative for this company. If you are called upon for this task you must:

- Maintain [Company's] good reputation
- Communicate in good taste
- Give careful thought to where you link to, as it may be construed as an endorsement of the content appearing on that website
- Never insult others, including competitors
- Share all login, passwords and usernames with the appropriate supervisor

Nexteppe is not to be held liable for this Social Media Policy. These suggested guidelines are not to be represented as statements made by Nexteppe and should not be held liable for any ensuing litigation.

- Agree to turn over all login information upon resignation, termination or other departure
- Obtain written permission from customers when posting their photos or testimonials (see final sheet for sample photo release form)
- Protect confidential information of [Company], [Company] employees, [Company] business partners and [Company] customers.
- Never discuss [Company] strategies, sales, promotions or anything else deemed confidential
- Never make claims that are untrue or lie about vehicle specifications, pricing, warranty or finance offers, lease, or anything else related.
- Never sign [Company] up for a social network site without reviewing it beforehand with a supervisor or manager.

SAMPLE

Image Consent for: _____

I consent to my image taken on _____ being used to promote
_____.

Image will be used on _____, their Facebook account and
all associated websites.

Signed: _____ Date: _____

Print Name: _____

Email Address: _____

SAMPLE