

<Company Name> Social Networking Policy

Created by or for the SANS Institute. Feel free to modify or use for your organization. If you have a policy to contribute, please send e-mail to stephen@sans.edu

1. Overview

Social networking is increasingly becoming a standard component of work and personal life. While companies are increasingly embracing social media technologies as a way of promoting products and services and improving employee retention, the potential for confidential data leakage or employee abuse is ever present.

2. Purpose

The purpose is to outline for employees, contractors and other individuals performing work for <Company Name>, acceptable use of social networking applications both on the job and in personal usage situations.

3. Cancellation or Expiration

The policy in this document does not have an expiry date. However, this document is reviewed and updated as required annually.

4. Scope

The Social Networking Policy applies to all individuals performing work on behalf of <Company Name> including permanent full-time and part-time employees, contract workers, temporary agency workers, business partners, and vendors.

5. Policy

5.1. Speaking on Behalf of <Company Name>

Some individuals performing work on behalf of <Company Name> will, by the nature of their position, be knowledgeable about certain aspects of <Company Name> and may be authorized to speak on the behalf of <Company Name>.

- You must not speak on behalf of <Company Name> unless you are authoritative on the subject and have been authorized, in writing, to speak on behalf of <Company Name> by your manager or responsible <Company Name> executive.
- You must not share information that is confidential or proprietary. Only public available information or information which you have been authorized to share may be disseminated.
- Be transparent. Clearly identify yourself, that you work for <Company Name>, and what your role is.
- Be professional. This includes being honest, respectful and factual at all times.
- Do not refer to the products or services of vendors, clients, customers or partners without obtaining their consent.

5.2. Personal use of Social Media Activities

It is understood that some individuals performing work on behalf of <Company Name> will be active on social media.

- If you are discussing products or services provided by <Company Name>, then you must identify yourself as an employee and make it clear that the views are yours and do not represent the views of <Company Name>.
- You must not speak disparagingly about <Company Name>, its employees or officers, or any product or service provided by <Company Name>.
- You may not sell or endorse any product or service which would compete with products or services sold by <Company Name>.
- When on the job, access to social media must be confined to limited personal use.

6. Enforcement

Any individual found to be in violation of this policy may be subject to disciplinary action, up to and including termination of employment or contract and potentially legal action.

7. Definitions

Limited personal use – A philosophy that employees are permitted limited personal use of <Company Name> computing resources when that use does not:

- Interfere with business usage of <Company Name> resources.
- Is performed on non-work time.

- Does not violate acceptable use policies or standards of ethical conduct.

Social Networking - A variety of applications, usually web-based, which allow users to share content, interact with each other and develop communities around similar interests. Some examples of social networking applications are Facebook, Blogger, Twitter, LinkedIn, Flickr, and numerous other similar sites.

8. Revision History

Version	Date of Revision	Author	Description of Changes
1.0	7 May 2012	Rick Wanner	Initial Version