

Social Media Guidelines for Internal Communications

With most companies incorporating social media into their internal communication strategies, developing guidelines for your workforce should be an early priority. Here are a few of the guidelines many companies are incorporating into their Code of Conduct Manuals when it comes to internal social media channels.

1. Disclose Themselves

The message to your employees should always be that when online, honesty is the best policy. If they add content to a forum or write a blog about a new company development, they should use their real name and identify their role in the organization. If they have a vested interest in a particular topic they're commenting on, they should be the first to point it out.

2. Watch the Clock

As much as your company will be promoting your social media endeavors with your workforce, it should also be made clear that your employees are the ones responsible for budgeting their time. Their primary focus should always be the job at hand and caution should be taken that they don't spend too much time online.

3. Keep it Confidential

Transparency within many organizations has created corporate cultures where even lower level employees have access to confidential information. Your employees probably understand that this information is not meant for people outside of your company, but it should also be understood that much of this information is not meant to be broadcast internally either. It should be impressed on employees that if they are in doubt about whether they should post something or not, they should always reach out to their manager for clarification.

4. Play Nice

When engaging in a conversation online, employees should take caution in the tone and voice they use. These can sometimes come across as offensive (even if unintentional) to those with different opinions. Workers should make sure they are able to ride the fine line between a healthy debate and an aggressive response. Common courtesy online will help maintain a friendly office environment that benefits everyone.

5. Add Value

Employees should keep in mind that online corporate initiatives were created to help the company grow. Their participation is wanted, but they should make sure to keep it professional. Contributions should be insights that help move a project forward or assist with the development of ideas that help the company reach their goals.