



CHECKLIST

Employee social media policy checklist

- ☐ Define what confidential information cannot be shared publicly

- ☐ Explain how personal account use intersects with employment

- ☐ Set out who responds to crises and how quickly

- ☐ Describe prohibited behaviour with context for why it matters

- ☐ Include reporting mechanisms for breaches or mistakes

- ☐ Schedule annual reviews to keep the policy current

- ☐ Deliver the policy through briefings and make it easy to find
