Appendix

MODEL PROJECT SOCIAL MEDIA POLICY

These guidelines apply to team members of project [Project name], being either employees of company [Company name] or contracted, who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media during work-hours. Media addressed with this guideline are: Twitter, Facebook, Tumblr, Google+, Wikipedia, Pinterest, Instagram, YouTube, Foursquare, LinkedIn, Snapchat, Wordpress, Vimeo, and media or websites that provide similar functionalities as the listed media.

This policy does not apply to employees’ personal use of social media platforms outside of work-hours where the employee makes no reference to company related topics.

Take time to read, understand and follow these simple but important guidelines. Our overall goal is simple: to enable employees and contractors to participate online in a respectful, relevant way that contributes to the goal of the project and the participating organizations, is respecting individual values and reputations, and follows the letter and spirit of the law.

Internet/Intranet Usage

1. Internet access is to be used primarily for business purposes. Any personal social media use must not interfere with normal business activities, must not involve solicitations, must not be associated with any for-profit outside business activity, and must not potentially embarrass, damage the reputation or tarnish the image of the project or any of its stakeholders.
2. The project or the participating companies, at its sole discretion, reserves the right to block access to any Internet site.
3. Never represent yourself, the project or the participating companies in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
4. Post meaningful, respectful comments - in other words, please no Spam and no remarks that are off-topic or offensive.
5. Stick to your area of expertise and feel free to provide unique, individual perspectives on non-confidential activities at the project.
6. Be smart about protecting yourself, your privacy, and the company’s confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully, Google has a long memory.
Team Members Should Not

7. Comment on any topic related to legal matters, litigation or any stakeholders the project, or any of the participating companies, may be in litigation with.
8. Participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or the company’s IP address. Refer all Social Media activity around crisis topics to the communications officer.
9. Create project specific Social Media profiles on their own. Doing so dilutes the follower-base and creates situations where the profiles are individually-owned instead of project-owned or corporate-owned. The project’s Social Media platforms/profiles are created by the project’s communications officer.

Consequences of Violation

Please be informed that employee and contractor’s engagement in Social Media while at work will be monitored. There should be no expectation of privacy while using Social Media during working hours. In the event of the company’s Social Media policy violation, the project’s management will report unlawful activity to the authorities. Inappropriate activity that is in conflict with this document’s guidelines will be reported to the company the team member is employed with and may result in termination of the cooperation in the project.

Signing

Please confirm that you have read and understand the guidelines.

__________________________________________________________
Team member
Name      Signature      Date