



Social Networking Policy

Managing and Controlling Employee Social Networks

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Version 2.1



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Social Network Policy

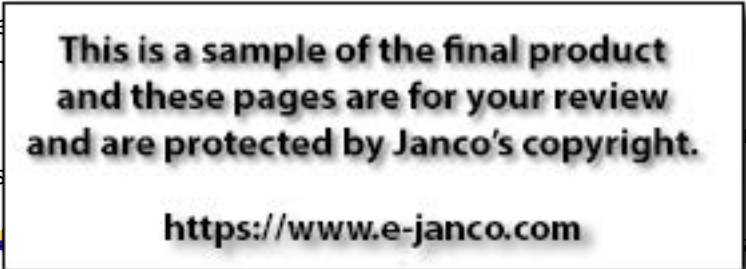
Definitions

Social Networking - Connecting with a community of people in your network through services like Facebook and Twitter with various methods of online interaction.

Social Media - Online media like blogs, podcasts, videos, and news with a strong participatory element through comments, ratings, or other mechanisms.

Overview

Social networking enhances existing human behaviors for the need to connect and communicate. Assume your enterprise's communication plan (often a press statement from executive management to media) understand how to repurpose these messages and communication on social networks.



- Experiment and Build a Base: Enterprises should experiment with the tools like the Department of Homeland Security understands how to use these tools for disasters, so companies should also start to monitor, then experiment. Having a platform in advance provides benefits, as those who participate have power.
Educate, Train, and build Awareness Before an Event. Companies as they test their DRPs and BCP should incorporate these social networks into the planning and execution processes.



Private versus Public Information

If you engage in a discussion related to ENTERPRISE, in addition to disclosing that you work for ENTERPRISE and that your views are personal, you must also be sure that your posts are accurate, not misleading, and that they do not reveal non-public company information. If you are in doubt, ask your supervisor. If you are still in doubt, don't post. Non-public information includes:

- ✦ Any topic related to the financial performance of the company;
 - ✦ Information directly or indirectly related to the safety performance of
 - ✦ Information related to the company's intellectual property, trade secrets, or confidential information;
 - ✦ Information about individuals, including but not limited to employees, contractors, and persons in a position of trust, such as his or her contact information, personal life, or other information related to ENTERPRISE.
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When in doubt about whether the information you are considering sharing falls into one of the above categories, DO NOT POST. Check with ENTERPRISE Communications or ENTERPRISE Legal to see if it's a good idea. Failure to stay within these guidelines may lead to disciplinary action.

- ✦ Respect proprietary information and content, confidentiality, and the brand, trademark and copyright rights of others. Always cite, and obtain permission, when quoting someone else.
- ✦ Make sure that any photos, music, video or other content you are sharing is legally sharable or that you have the owner's permission. If you are unsure, you should not use.
- ✦ Get permission before posting photos, video, quotes or personal information of anyone other than you online.
- ✦ Do not incorporate ENTERPRISE logos, trademarks or other assets in your posts.

If during your work you create, receive or become aware of personal information about ENTERPRISE employees, contingent workers, customers, customers' patients, providers, business partners or third parties, don't disclose that information in any way via social media or other online activities. You may disclose personal information only to those authorized to receive it in accordance with ENTERPRISE Privacy policies.



Social Network Policy

Managing and Controlling Employees' Social Network Access

Job Descriptions

A full job description is included with this policy template. It comes separately in its own directory.

Job Description – Social Media Specialist

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Social Network Policy Managing and Controlling Employees' Social Network Access

Electronic Forms

Two (2) Electronic forms are included with this policy template. They come separately in their own directory.

Internet and Electronic Communication Agreement

Social Network Policy Compliance Agreement

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Social Networking Best Practices

Twitter

1. Locate a good image of your enterprise's logo and have a good JPG file on your computer.
2. Decide how many accounts you want at Twitter.
3. Create your Twitter accounts, fill out the profiles completely and upload the most-

4. Invite your employees to create accounts and follow you.
5. Invite your customers and other stakeholders to follow you.
6. Ask your employees to look at their profile and follow them

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Keep your posts relevant and valuable

When someone "follows" you on Twitter, they have searched for a Twitter account name and clicked the "Follow" button. They will expect that you post relevant comments or announcements with that account. Since they will be seeing or reading your posts, you want them to expect a certain kind of value and receive that.

How many accounts?

So, you'll likely want two different kinds of Twitter accounts: one for yourself as an individual and another for the company or its major offering. For instance:

- @CompanyNameBCPManager is the Business Continuity Manger's individual communication
- @CompanyName is for the company's topic-specific comments

Naming your accounts

When someone searches for you on Twitter, you want your account name to match what they would search for. It is unlikely your customers and other stakeholders would know your specifics, so use account names that are easy to find

- @CompanyNameBCPManager is the Business Continuity Manger's individual communication
- @CompanyName is for the company's topic-specific comments



Social Network Policy

Managing and Controlling Employees' Social Network Access

What's News

Version 2.1

- ✚ Added Internet and Electronic Communication Agreement electronic form
- ✚ Updated Social Networking Policy Compliance Agreement electronic form
- ✚ Updated Social Media Specialist job description
- ✚ Updated policy to meet EU compliance requirement

Version 2.0

- ✚ Updated Social Networking Compliance Agreement Form
- ✚ Added Social Networking Best Practices
- ✚ Updated to include latest security compliance requirements

Version 1.6

- ✚ Updated electronic form - Social Networking Compliance Agreement Form - added pdf fillable form
- ✚ Added job description for Social Media Specialist

Version 1.5

- ✚ Updated to meet the latest compliance requirements
- ✚ Added best practices for social networking
- ✚ Added tips on how to avoid being scammed in social networks.

Version 1.4

- ✚ Added BYOD security standard
- ✚ Added section of what to include for Disaster Recovery and Business Continuity
- ✚ Updated electronic forms

Version 1.3

- ✚ Updated to comply with the Office of the General Counsel of the Division of Operations Management



Social Network Policy

Managing and Controlling Employees' Social Network Access

Version 1.2

- ✚ Updated to include electronic form – Social Networking Policy Compliance Agreement

Version 1.1

- ✚ Added section on protection from phishing and whaling attacks