

Social Media Policy

Policy · US · Updated 2026-07-13 · Square brackets are placeholders to replace with your own details.

A social media policy sets expectations for how employees' personal posting touches the company — confidential information, treatment of coworkers, speaking for the brand — and how official accounts are run. In the US it has to be written around a hard legal boundary: federal labor law protects employees who discuss wages, hours, and working conditions together, online included, and a policy that prohibits that is unlawful.

Most social media policies fail in one of two directions: so broad they illegally muzzle protected speech ("never post negatively about the company"), or so vague nobody can follow them. The workable policy protects what the company can lawfully protect — confidential information, coworkers, the brand's official voice — and explicitly leaves the rest alone.

This template gives you the rights carve-out up front, practical guidelines for personal use, the confidentiality rules, and the official-account rules, in language employees can actually apply on a Saturday night.

Purpose and scope

This policy covers personal social media use that touches [Your company] — mentions of the company, coworkers, customers, or our work — and the operation of official [Your company] accounts. Purely personal posting that has nothing to do with the company is not this policy's business.

Nothing in this policy creates a contract of employment or changes at-will status — and nothing in it will be applied to restrict the rights protected by federal labor law, described next.

Your rights come first

Federal labor law protects employees who discuss or act together on wages, hours, and working conditions, including on social media. Nothing in this policy prohibits or penalizes: discussing pay, schedules, or conditions with coworkers; criticizing management or company decisions as part of raising shared concerns; or organizing with coworkers. If any line in this policy seems to conflict with those rights, the rights win, and the line is read narrowly.

What this means in practice: [Your company] does not discipline anyone for the protected substance of a post — and managers do not decide alone what is protected. Any concern about an employee's post goes to [HR / name/role] before anyone acts on it.

Personal use — the guidelines

- Make clear opinions are your own when you identify yourself as [Your company] staff and post about our industry — "views my own" in a bio, or the equivalent in the post.
- Do not share confidential business information: [customer and employee personal data, unreleased products or plans, pricing and financials, security details, anything covered by an NDA]. Your own pay and working conditions are yours to discuss — they are not company confidential information.

- Do not harass, threaten, or discriminate against coworkers online; [the anti-harassment policy] applies between employees on social media exactly as it does at work.
- Do not speak for [Your company] unless authorized — no statements presented as the company's position, no answering press inquiries or customer complaints on its behalf.
- If you post about our products or promotions, say that you work here — honesty about the affiliation protects you and the company.
- Get consent before posting photos or video of coworkers or customers taken at work, and check the background before posting from the workplace — [whiteboards, screens, customer information, security features] end up online by accident, not malice.
- Posting on your own time and devices is generally your affair; posting during work time follows [the IT acceptable use policy].

Official {{org.name}} accounts

- Only [authorized roles] post from official accounts, under [the brand and approval process at location].
- Credentials live in [password manager/system], owned by [role], and are revoked the day someone leaves the role.
- Customer complaints, press inquiries, and legal threats arriving on official accounts are routed to [name/role] rather than answered ad hoc.
- Mistakes on official accounts are corrected openly and quickly — deletion without acknowledgment usually makes it worse.
- Official accounts never comment on employees, employment disputes, or individual customers — the brand voice is for the business, not for arguments.

When something goes wrong

If you post something you should not have — confidential information, or something that reads as the company's voice — take it down and tell [name/role] the same day. Early honesty is treated very differently from discovery.

Concerns about an employee's post — from a manager, coworker, or customer — go to [HR / name/role], who answers the protected-activity question first and then handles any genuine violation under [the progressive discipline policy].

Records and review

The official-account register, authorizations, and any investigation records are kept at [system/location] for [period]. This policy is reviewed [frequency, e.g. annually] and whenever the law shifts under it — enforcement positions in this area change, so check [nlrb.gov](https://www.nlrb.gov) guidance at each review.

Owner: [name/role]. Next review due: [date].

How to use this template

1.

Resist the urge to add "do not disparage the company" — overbroad rules like that are the classic unlawful finding; protect specifics instead: confidential data, coworkers, the brand's official voice.

2. Fill in the confidential-information list with your actual categories, and keep pay and working conditions explicitly off it.
3. Route every proposed social-media discipline through [HR / counsel] with the protected-activity question asked first, in writing.
4. Check your state's off-duty-conduct and account-privacy laws before rollout — several states go beyond the federal baseline.
5. Cover this policy in onboarding with real examples — the protected post, the confidential leak, the accidental company statement — because the rules only help people who can tell them apart.
6. Audit the official-account register [quarterly]: who holds credentials, who has left, and which accounts have gone quiet.

Official guidance

- › [NLRB — Concerted activity](#)
- › [NLRB — Employee rights](#)
- › [EEOC — Harassment](#)

This template is provided in good faith and for general information — it is not legal advice. Adapt it to your organisation and, where your sector carries specific legal requirements, have the finished document reviewed by a qualified adviser. The live version at <https://trainedteam.com/templates/social-media-policy-us> is kept current; this file is a snapshot.