

Social Media Policy

Policy · UK · Updated 2026-07-23 · Square brackets are placeholders to replace with your own details.

A social media policy sets out how your organisation expects people to behave online wherever the business is affected — on personal accounts when work, colleagues, or customers are involved, and on any account run for the business. It draws the line between private life, which is not the employer's business, and online conduct that damages the business or its people, which is.

Most social media incidents at work are not rogue marketing posts. They are a personal profile naming the employer next to something offensive, a customer filmed without consent, or a colleague picked on in a group chat. By the time a screenshot is circulating, the only question left is whether your policy anticipated it.

This template covers personal use, talking about work online, running business accounts, confidentiality and data protection, and how breaches are handled.

Purpose and scope

This policy covers all social media, video, review, and messaging platforms — including private and group messaging — where [Your company], its staff, customers, or suppliers are identifiable. It applies to all employees and to [contractors/casual staff — adjust], whether posts are made during or outside working hours, on any device.

It does not seek to control lawful private online life that has no connection to work.

Policy statement

[Your company] is relaxed about staff having an online life and positive about people being proud of where they work. In return we expect the same standards of honesty, respect, and confidentiality online as in the workplace — because to a customer or a colleague reading a post, there is no difference.

Personal use of social media

- Your personal accounts are your own. These rules apply where you are identifiable as working for [Your company] or where work, colleagues, or customers are involved.
- Never claim or imply you speak for [Your company] on a personal account; where your profile names us and you post about our industry, make clear views are your own.
- Never post confidential business information, customer details, or unreleased plans, prices, or figures.
- Never post photos or videos from the workplace that show customers, colleagues, or sensitive areas without permission from [name/role].
- Never abuse, harass, or ridicule colleagues, customers, or suppliers online — including in group chats. It is treated exactly as if it were said in the workplace.
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Personal social media use during working time: [state your rule, e.g. breaks only, and see the IT acceptable use policy for company devices].

Talking about work online

Complaints about work belong in the grievance procedure, where they can be fixed — not on a feed, where they cannot. Do not respond to journalists, reviewers, or online criticism of [Your company], even to defend us; refer press or public queries to [name/role].

Be careful with competitor comment: disparaging competitors, their staff, or their products online creates legal and reputational risk and is not permitted.

Business accounts

- Only authorised people ([names/roles]) post from [Your company] accounts, using credentials held in [password manager/system] — never in personal password stores.
- Posts follow our brand voice guide [location] and never disclose confidential or personal information.
- Complaints or negative comments on our channels are acknowledged politely and moved into the customer complaint handling procedure — no arguments in public threads.
- Posts about [sensitive topics for your business, e.g. pricing, recruitment, incidents] need sign-off from [name/role] before publishing.
- Accounts, pages, handles, and follower lists created for the business belong to [Your company]; access is returned and passwords changed when an authorised user leaves.

Confidentiality, data protection, and copyright

Personal data — including recognisable photos and videos of customers, staff, or visitors — is only posted with a lawful basis, which in practice usually means clear consent, recorded in [system/location]. Commercially sensitive information is never posted from any account, personal or business.

Respect copyright: only use images, music, and text we own, have licensed, or are clearly free to use.

Breaches

Breaches of this policy are handled under the disciplinary policy. Serious breaches — harassment of colleagues, deliberate leaks of confidential or personal data, or posts that seriously damage [Your company]'s reputation — may be gross misconduct.

You may be asked to remove content that breaches this policy. If you see a post that concerns you, report it to [name/role] rather than engaging with it publicly.

Training, records, and review

This policy is covered at induction and acknowledged in writing; the people running business accounts receive a fuller briefing. The authorised user list and credential store are reviewed every [period] and immediately when someone leaves.

This policy is reviewed [frequency, e.g. annually] and when we adopt a new platform. Owner: [name/role].
Next review due: [date].

How to use this template

1. List the platforms your business and staff actually use — including review sites and WhatsApp — before editing; policies fail on the channel they forgot.
2. Name the authorised posters and move business account credentials into a shared password manager today, not at the next leaver.
3. Set your rule on personal use during working time explicitly; silence gets read as permission.
4. Align the breach examples with the gross misconduct list in your disciplinary policy so the two documents cannot contradict each other.
5. Walk your most recent awkward incident (or a plausible one) through the policy and check a manager could act on it without guessing.

Official guidance

- › [ACAS — Code of Practice on disciplinary and grievance procedures](#)
- › [ICO — UK GDPR guidance and resources](#)

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> is kept current; this file is a snapshot.