



Company Policy on Social Media

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Executive Summary

Social media has become a huge area of many people's lives recently. It is very important that people understand the proper uses of social media in the workplace and know when it is important to post different things. New companies that are just not starting up definitely need to make sure they have a policy in line about what can be posted, and what is not. The context of what is allowed should be clearly mapped out in a policy so that employees don't abuse the privilege of having social media in their workplace. The exact purpose for my project will include the proper use of social media. I have done extensive research to learn what is best for small companies and how to incorporate social media into new companies. In order for it to be beneficial there needs to be some guidelines as to how it should work.

Introduction:

What is Social Media?

Social media "refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue". This can be extremely beneficial to companies if it is used in the right way. Social Media has a huge impact on almost everyone today. In the past it hasn't been as important because the internet wasn't created. So with the rise of new technology and industry there also comes a rise of new ways to adapt to the changing times. Social media impacts everyone whether they think about it or not. The media is everywhere and what companies need to come up with are a policy on how to deal with the media and most importantly, how to incorporate it.

Benefits of Social Media

Social Media is in our everyday life. It can be extremely beneficial for companies starting up to have a Twitter and a Facebook page to help get their names out there so people are able to see who they are and what they are doing. If you are starting or own a small company like us it will be important to make sure that it is used to get our names out there so people are able to find out about us, our promotions, or what exactly our company is. The Internet is a great way to do this because so many people are using it all the time. With laptop computers, smart phones, and wifi people are constantly on the go and able to access these things very easily.



As you can see from the line graph above out of the 1,898 marketers 85% thought that social media generated exposure for the business. That is incredible especially with small companies for the reason that they need to make sure they get their name out there in a timely manner and quickly so that people are able to hear about them.

Company Policy

Based on my research from an article by Fast Company I think it would be best to blend a few companies policies and then tailor them specifically to Orange Leaf. Small companies are different than large companies because there are a lot less people working for them, therefore, it would be better to combine multiple pieces of different companies to best cater to our needs.

Intel

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at intel and in the world.
- Post meaningful, respectful comments- in other words, no spam and no remarks that are off-topic or offensive
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite



- Know and follow the Intel Code of Conduct and the Intel Privacy Policy.

BestBuy

- The numbers: Non-public financial or operational information. This includes strategies, forecasts or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- Promotions: Internal communication regarding drive times, promotional activities, or inventory allocations. Including: advance ads, drive time playbooks, holiday strategies and Retail Insider editions.
- Personal information: Never share personal information regarding other employees or customers. See the Customer Information Policies for more information
- Legal Information: Anything to do with a legal issue, legal case, or attorneys.
- Anything that belongs to someone else: Let them post their own stuff; you still to posting your own creations. This includes illegal music sharing, copyrighted publications, and all logos or other images that are trademarked by Best Buy.
- Confidential Information: Do not publish, post, or release information that is considered confidential or top secret.

Walmart

- While many of our 2.2 million associates around the world are using Twitter and other social networks, all official Walmart Twitter users will be identified on this landing page and will have a link back to this page from their twitter profile.

- Unless otherwise noted, U.S.- based Walmart approved Twitter users will follow the following naming conventions of “business unit + name/category.” For example, “walmartmeeting,” “samsclubrobert,” and “walmartgames.”
- We won’t reply to off topic @replies. Personal attacks and foul language = FAIL. Adding to the discussion= WIN.
- @replies should contribute to the dialogue. Please support any claims with links to sources whenever possible. We love opinions. We love it even more when you back them up.

(All company policies from Dishman see Reference page)

Our Company Policy

To best figure our company policy I am going to pull some points from each of the three policies stated above.

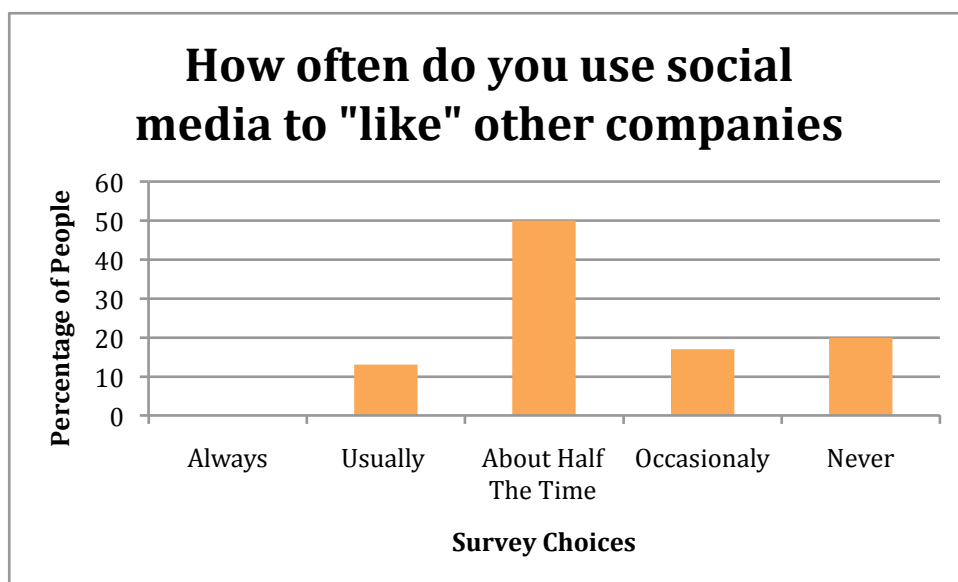
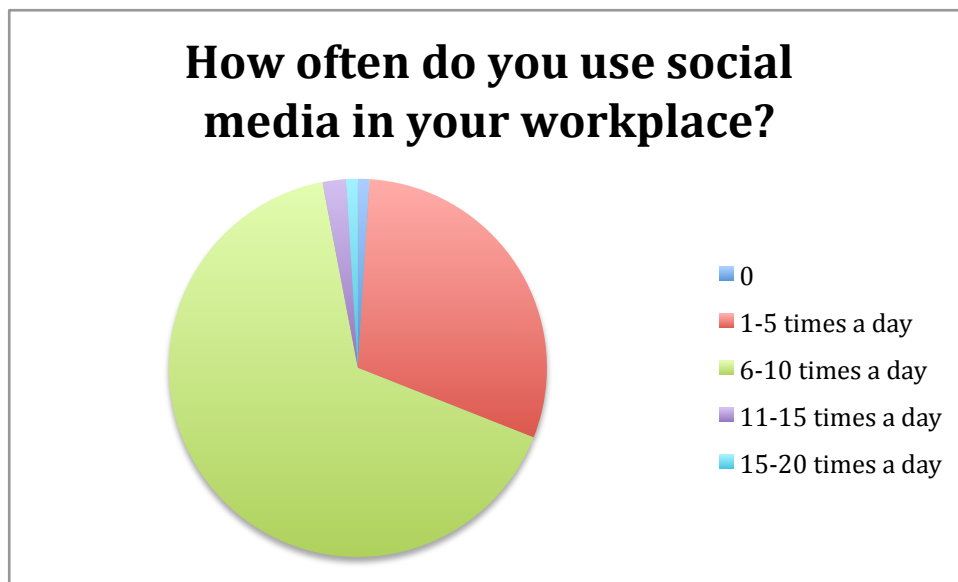
Orange Leaf

- Leave the posting to store manager or general manager in order to keep it professional.
- Stick to your area of expertise.
- Do not use profanities
- Keep information that is not open to the public private, only publish public information.
- Never share personal information about another employee.
- Never share anything to embarrass the company.

- Be sure to be appropriate and polite.

Primary Data

I did a survey asking people about how much they use social media in their workplace. I then conducted a second survey about how much they use social media to “like” companies. I then created a third survey to ask how often people use social media to



The relevance of this data is important because in the first pie chart people use social media between 6-10 times a day. That is pretty frequently so it shows that it is important to have social media in a company. The second chart is beneficial because it shows that people do actually look at companies profiles to see what they are about or to “like” them. That is also beneficial because people are actually using the media sites to inquire about companies.

References

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