Chapter 6 - SOCIAL MEDIA

WHAT CAN YOU DO TODAY?

As a business exploring the benefits of Social Media for promotion you probably haven't got as far as thinking about a Social Media policy. Even if you have gone that far, do you have any idea of what legal problems you need to cover?

Today we're going to run through the key issues to cover in your social media policy.

1. SOCIAL MEDIA PLATFORMS

There are more social media platforms than there are hours in the day and not every business can make the best use of every platform. Can you image industrial plumbers using Instagram? Choose the platforms that are right for your business.

	Choose the platforms you want to use.
	Review the terms and conditions for business use of the platforms you have selected.
	Decide whether you will use a content aggregator like Hootsuite or Buffer, or post to each platform individually.
	Decide on the purpose for each platform you want to use eg. Marketing and public relations; customer service; internal communications between employees and contractors; recruitment.
2.	MANAGING YOUR INTERACTIONS ON SOCIAL MEDIA PLATFORMS
You can be held responsible for the posts contributed to your platforms, so monitor your social media accounts and take appropriate action.	
	Create a code of conduct for acceptable behaviour on your business social media pages, and upload it to the about page or a pinned post.
	Be clear on who has admin rights to your social media platform and what they are permitted/ expected to do.
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	Create a standard operating procedure or a policy and procedure on how to deal with complaints about discrimination, racial vilification, sexual harassment, bullying or defamation.

3. BUSINESS RISKS

Review your business risks from a practical perspective, rather than an expectation that anything that can go wrong, will. Some risks are possible, but highly unlikely. Look at how your people interact with each other and the public and focus on the most likely occurrences first.	
	Is there a risk that trade secrets may be shared?
	Is there a risk of breach of privacy or confidentiality?
	Are comments or promotions made on social media that might be considered misleading or deceptive?
	Do your staff know how to respond to complaints in a way that does not inflame the situation?
	Have a policy around who a social media account belongs to (the business or the person) and what happens when a person leaves the business.
4.	MESSAGING
Instant messaging is surpassing email for immediate communication, particular amongst the younger generation of employees.	
	Choose an instant messaging platform that makes sense for your business, whether that is Facebook Messenger, Slack, Ryver, HipChat or something else
	Read the terms and conditions of that platform and understand the storage and privacy of your information.
	Have protocols around what can and cannot be discussed in that way.
	Have protocols around saving or backing up messages for future reference.
YOUR NOTES:	