

### 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 imagine 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.
- 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.
- Create a standard operating procedure or a policy and procedure on how to deal with complaints about breach of copyright or trademark
- Create a standard operating procedure or a policy and procedure on how to deal with complaints about breaches of privacy

