

Social Media

	Create social media policy for staff & Contractors
	Train staff and Contractors on your policy
	Train employees to avoid negative comments about your business and your industry, including on their personal social media profiles
	Train employees to avoid copyright infringement. “sharing” vs. “copying and re-posting” vs. “posting a link” vs. “re-tweeting”.
	Explain to employees how their actions can affect your business, e.g. case where a court held that an employee unfriending a work-mate made the BUSINESS liable for allowing workplace bullying.
	Policy for dealing with negative reviews. Never ignore negative reviews. Never be negative.
	In some states/countries, “truth” of a comment on social media does not overcome a defamation allegation. Avoid inflammatory statements.
	Train employees to avoid providing advice outside of their field of expertise, or your businesses field of expertise, when posting on behalf of your business.
	Implement a social media policy covering the above issues, and covering the image of your business that you would like to portray on social media.