

THE RIGHT SOCIAL MEDIA POLICY CAN GROW YOUR BUSINESS

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Companies of all sizes are pushing to buckle down and implement effective social media plans. This is an encouraging trend.

However, before a plan can be developed, organizations must determine how "social media" is defined and used in the business environment. The answers will vary among enterprises.

My good friend and fellow marketer [Debbie Laskey](#) and

I recently discussed this issue. (Debbie calls it the 'other' social media policy.) She says, "companies can build the most carefully-planned social media strategy, but if employees don't have specific 'how to' guidelines, confusion erupts and hands are slapped in the process."

Is it acceptable to tweet while on a sales call? Who is responsible for uploading company photos to Facebook? Do employee LinkedIn contacts made during business hours belong to the company, or the employee? Is management harboring decisions on these important points, but failing to share them with employees?

The [Green Buzz Agency](#) Blog provides insight for Marketing Decision Makers and other fun people 😊 We are the leader in corporate, web, and online [video production](#) services in Washington DC, Boston, Philadelphia, and NYC!

Social media can generate leads, engages prospects, fosters sales, and can be a vital cog in the company brand wheel. Therefore, it's crucial that consistent social media

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policies are implemented to effectively grow your business and ensure the entire organization knows...and follows...the rules. Consistency is the name of the social media game – enhancing your reputation and showcasing industry expertise are too important to leave to chance.

Ready to tackle social media policy development? Consider these questions:

1. Will employees be allowed to use Facebook, LinkedIn, Twitter, etc. during business hours?
2. How much time, or which specific time periods, will be allowed on these sites? Only during the lunch hour and breaks?
3. Who is the designated spokesperson/people representing your company's 'voice'? Don't designate "anyone" — choose wisely.
4. What style will be used when posting? Conversational and friendly? Business casual? Professional and formal? Make sure the style accurately represents your company's culture.
5. Can employees access sites via company mobile devices? Will this pose a security risk?
6. Who 'owns' contacts made for business purposes? This is an especially important question for companies with sales forces.

Once your policy is in place, your next step is communicating the guidelines to your employees. New employees in particular should receive a copy of the social media policy in the new employee information packet.

Learn more by reviewing [160 social media policies](#) other companies have implemented.

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