SocialSimulator
CONFIDENCE + RESILIENCE

Social Media Guidance

01 Can I use social media to post about my job?

Yes! Here's how to use social and stay within the Company's existing policies and guidance.

Post only what you'd be prepared to share in public.
Ask yourself: Is this appropriate to share? Has this come from a verified source? Am I prepared to engage with comments?

Consider adding your personal perspective to each post.
Read your post or even consider showing the post to a work colleague before you publish to make sure it says what you mean.

If you are posting about the Company or a position taken by the Company, then you must:
1. Make it clear in your post (or elsewhere on social media) that you are a Company employee
2. Explain in your post that this is your personal opinion.

When commenting on or promoting any Company product or service on any form of social media, you must clearly disclose your relationship to the Company in your post.

If you indicate you are a Company employee on social media and you express a political opinion in a post, you must explain in your post that this is your personal opinion.

Please use common sense and discretion. Assume your words can be seen by reporters, customers, colleagues and competitors.

02 How can I manage my profile?
Be transparent about who you are:

If you are talking about your work, your social media profile should include items such as:
- Your job title
- A professional profile photo
- Information on your career history, expertise and interests

You are encouraged to use your own 'voice.' Write so it sounds most like you. Use photos and videos that represent you and you have the right to use.

Sometimes it's helpful to keep your social media profiles divided between professional and personal.

03 How can I use social media safely?
Be aware of who can see the information you share.

Enable two-factor authentication.

Maintain the latest versions of apps.

Do not grant apps access to your location if you work in secure services.

Review your privacy settings at least quarterly.

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