Social Media Policies

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<center>What is a Social Media Policy?</center>

A Social Media Policy is a form of document. "A social media policy is a comprehensive document that describes in detail how the company and its employees use social media. These policies are meant to protect a brand from legal risk, and maintain its reputation on social media. (Sehl, 2020)"

After reviewing the notes on Hootsuite's Guide to Social Media Policies, please complete this forum. First, find an organization's social media policy online and critique the policy.

<center>What works effectively?</center>

Arranging your social media works effectively. "The Effectiveness of Hootsuite to Manage Your Social Media. By now, you are involved with many social media channels for your business. You are working all of them consistently and regularly. Individually, they take a long time to manage.Hootsuite also allows you to manage multiple campaigns, identify and cultivate your target audience, and effectively send messages of importance to others. (Cohn, 2012)"

<center>What could be improved on the policy?</center>

Focus on the eye-opening is to improve the social media policy. "One of the best ways to stand out on social media and increase your presence is to focus on using eye-catching visuals. Try to avoid using too many boring stock photos. Instead, focus on sharing images that will connect with users. Share high-quality behind-the-scenes photos and people using your products. (Balkhi, 2018)"

Then, think about creating a policy if you were managing an organization's social media use. What would be the most important rules or guidelines you would want included in the official social media policy for the organization?

Participate in the social networking sites with your team is the most important guidelines. "It can actually encourage your team to be more involved with social media. When there are clear guidelines that eliminate confusion as to what an employee can or cannot do on social, they will feel freer to participate. (Bouman, 2020)"

How would the guidelines differ for the official social media platforms and for employees of the company using their personal accounts in relation to the organization? Explain your answer.

Organizations could be helpful in social media platforms. "Organizations can make use of social media in a variety of ways. Departments can hold brainstorming sessions or maintain ongoing conversations with questions and answers on a blog; teams can use wikis to manage projects, share best practices and research case studies; the CEO can keep a blog or record a podcast; and organizations can immediately deliver news to employees. (SHRM, 2016)"

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