

# Social Media Code of Conduct Policy



## **Introduction: How to Use This Tool**

Contrary to what many employees believe, saying the wrong thing about an organization, its employees and/or clients on social media can be legitimate grounds for discipline, even if the offence occurs away from work when the employee is off-duty. But you need to lay the legal groundwork for discipline. How? The critical starting point is to adopt a clear and specific policy setting out guidelines for employee use of social media. Here's a model you can adapt based on examples from leading corporations in Canada and the US.