

Safe & Social

Checklist

Do you encourage your employees to advocate your organisation online safely and appropriately? How many of the boxes can you tick on our best-practice checklist?

- ...> Do you have a social media policy or employee guidelines?
- ...> Is your social media policy a predominantly text-based document?
- ...> Is social media included in your induction for new-starters?
- ...> Do you provide any social media training courses for your employees?
- ...> Has the vast majority of your employees read and understood your social media policy?
- ...> Do your employees frequently interact with your organisation's own social media communications, e.g. liking a tweet?
- ...> Do you ever audit your employees' use of LinkedIn?
- ...> Does every employee know what to do in the event of a major business crisis in regard to using social media?
- ...> Have any of your employees faced disciplinary action from your company for something they posted on social media?