

LinkedIn Policy Template

The LinkedIn policy provides communication guidelines on how to use LinkedIn as an employee. It's an addition to the content folder for employer advocacy.

It's important to have a policy to have a clear system on what is right and what is not. The policy makes employees more likely to post, helps your employee advocacy program to be successful, and protects the company.

GENERAL GUIDELINES

The company (use your company name) and its employees must ensure that activities on LinkedIn represent the company's brand identity, integrity, and reputation, while minimizing legal risks inside or outside the company.

Employees should note that they represent the company. Employee posts should express the same positive, optimistic, and professional spirit that the company communicates on its channels.

How you behave on LinkedIn is not only a reflection of you but has a direct impact on the company.

Do's:

- LinkedIn is a business social network, so publish content related to professional topics (write about what you know)
- LinkedIn content must be relevant, meet specific goals or purposes, and add value to the company's brand
- The content must be polite and respectful to all individuals, races, religions, and cultures (our company has no tolerance for any form of discrimination)
- All messages should have the same tone as if you were personally communicating with someone
- Express your personality – it's OK to share your thoughts, specific point of view, or sense of humour

- All content must comply with all relevant laws and regulations and with guidelines adopted and regulated by industry, such as GDPR
- When you make a grammatical error in a post, correct it as soon as possible

Don'ts:

- Don't share posts, images, or messages that could harm your company (protecting the company is part of your job)
- Don't share copyrighted or confidential information without the written approval of the company before it is published
- Don't share any financial or legal information without the written approval of the company
- Don't communicate disrespectfully with competitors (or anybody)
- Don't incite negative dialogue through comments
- Don't share content that may be defamatory
- Don't talk about colleagues, customers, or suppliers without their explicit consent
- Don't harass, discriminate, or disparage any employee or person associated with or doing business with the company
- Don't harass others by sending them offensive content and messages
- Don't send spam messages

- Don't use automation tools
- Don't claim authorship of something that is not yours. If you share the content (text, photos, infographics, case studies, research, videos, or other forms of content) of others, make sure you have the right to publish and mention them as authors

If you have questions about the guidelines, talk to your manager, or send an email to [ADD EMAIL].