



Building Effective Employee Social Media Policies



Hello!

Andrea Parrish

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@tinytall



Corey Fortune



March 20 at 7:43 PM · 🌐

I love this time of year, because everyone is posting about The Inlander's Best Of The Inland Northwest Readers Poll awards they've won; I know some damn good people.

This year, in addition to my employer, STCU, and my sometimes employer, nYne Bar & Bistro, I can add Spokane Civic Theatre's production of Mary Poppins to the list of awesome winners I get to call family!

Edit: gotta add Mountain Lakes Brewing Company, because I'm a mug club member, and I get hugs when I go in, so they're family too.

#spokanedoesntsuck



You, Barb Richey, Abby Bange Pattison and 49 others

1 Comment



Love



Comment



Share



Tim Hilton More hugs!

Like · Reply · 3w



Write a comment...





55%

Of employees report that their company has
no policy about social media use at work.



63%

Report that their organization has no policy
about personal representation online.



Ken Storey
@klstorey



I dont believe in instant Karma but this kinda feels like it for Texas. Hopefully this will help them realize the GOP doesnt care about them

8/27/17, 2:32 PM from [Winter Park, FL](#)

2 Retweets **3** Likes



60%

More trust in an employee's post than an organization's



150%

More likely to interact with employee posts



Kara Vogt



11 hrs · 🌐

You don't often see much from me as a lender, however, I do love that aspect of what I do and who I am!

I had the privilege of making a phone call yesterday to a self employed borrower who had been told by 3 other lenders she would need to wait another year before qualifying to purchase a home. Well, after a few weeks of gathering the necessary documents and taking time to accurately prepare her file for underwriting, she is fully pre approved and can confidently go find the home that her family is needing! I love being able to make that call! ❤️



You, Elizabeth Buffy Burtner and 83 others

9 Comments



25%

Of market value is attributable to reputation, according to the World Economic Forum.



69%

Of people would turn down a job from an employer with a bad reputation online.



10%

Higher cost per hire when reputation is bad.



"Career Stagnation"



Current Employee - Loan and Member Service Officer in Spokane Valley, Spokane, WA

I have been working at STCU full-time (More than 3 years)



"Best for entry level employees"



Former Employee - Director

I worked at STCU full-time (More than 10 years)



"Beware! Low salaries AHEAD!"



Former Employee - IT in Liberty Lake, WA

I worked at STCU full-time (More than 5 years)



4.1



Rating Trends



90%

Recommend
to a friend



82%

Approve
of CEO



Ezra
Eckhardt
12 Ratings



Possibly
Illegal
policies





NLRB

July 2018

Category 3: “Presumptively Illegal”

Blanket rules prohibiting...

“

Disparaging or
negative remarks
about the company

“

Criticizing the employer

“

Employees making
false or inaccurate
statements

“

Discussion of wages,
benefits, or working
conditions

“

Joining
organizations
outside of work



NLRB

July 2018

Category 2: “Increased Scrutiny”

Context is everything

“

Broad

“employer business”

confidentiality rules

“

Regulating use of the employer's name

“

Speaking to the
media **not** on the
organization's behalf

“

Banning certain
off-duty conduct

A diamond-shaped sign with a red border and a hand symbol. The sign is mounted on a pole and is partially obscured by a black rectangular box containing the text "Ineffective policies". The background is a blurred image of a building with windows.

Ineffective
policies

“

Overly strict or
complex



“

“In those instances where an individual is identified as an employee or agent of STCU, the employee must refrain from any unauthorized political advocacy and/or religious reference or affiliation and must refrain from the unauthorized endorsement, or appearance of endorsement, of any commercial product or service not sold or serviced by STCU.”

“

So vague that they're
unenforceable



“Employees should consider that social medias have become the targets of online predators, social engineering attacks, and potential threats to employees if they choose to use social media sites that are used for non-business purposes.”

“

Inflexible and overly
specific



“

“Do not create a MySpace profile, account, page, look, feel, or group for our organization.”

“Ensure that all faxed materials state that our contact phone number 509-555-5555.”

“

Complete lack of
context



“Include your NMLS number when
discussing loans online.”

“Any political issue that the organization has not
taken an official stance on.”



What
effective
policies
address

“

Both official and
personal use

“



Washington State DOT @wsdot · May 2

Nice work! Looks like we ducked a potential catastrophe.



Trooper Johnna Batiste @wspd1pio · May 2

After a short pursuit this morning southbound I5 at MP97, for fowling to yield, Trooper Joyce was able to take all 9 suspects safely in to custody.

These wise quackers were transported to a local rehabilitation center. No injuries to anyone involved. #CaseQuacked



[Show this thread](#)



16

58

499





Types of use of social media

This document addresses three distinct uses of social media and provides guidelines for each:

- **Official use.** Official use of social media is defined as use of social media as an authorized component of an employee's WSDOT job duties. Examples of this would be authorized tweeting on behalf of WSDOT Twitter account, posting content to WSDOT's Flickr, blog, YouTube and Facebook accounts.
- **Professional use at work.** Employee's professional use of social media only for approved business purposes, including professional networking, to support the agency's mission provided the WSDOT policies are followed. Employees may occasionally be asked by WSDOT or the Governor's office to participate in online forums to express their personal views or opinions. Participation in those forums is considered to be for official state purpose and an employee may use work time and/or state agency owned equipment to participate.
- **Personal use of social media at or outside of work.** Personal use of social media is defined as social media use on an account registered to an individual and their personal (non-WSDOT) email address that is not for WSDOT business purposes. Personal use of social media is NOT ALLOWED on WSDOT work time, equipment or resources.

“

Confidential and
non-public
information



US Air Force:

5.9. Do not post any non-public information (as defined in 5 CFR 2635. 703) this includes but not limited to classified or sensitive information, unless such release is a protected disclosure per an appropriate Whistleblower statute.

L.A. Times:

- Be aware of inadvertent disclosures or the perception of disclosures. For example, consider that “friending” a professional contact may publicly identify that person as one of your sources.

“

Identification of employer



IBM:

3. Identify yourself-name and, when relevant, role at IBM-when you discuss IBM-related matters such as IBM products or services. You must make it clear that you are speaking for yourself and not on behalf of IBM.
4. If you publish content online relevant to IBM in your personal capacity it is best to use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent IBM's positions, strategies or opinions."

“

Monitoring & enforcement processes

“

“Social media and online media are actively monitored for mentions of STCU, locations, employees, or topics that impact the credit union. This monitoring may include employee accounts. If employees are found to be in violation [...] disciplinary action may be taken.”

“

How to be helpful
and ask for help



Coca-Cola:

4. When you see posts or commentary on topics that require subject matter expertise, such as ingredients, obesity, the Company's environmental impacts, or the Company's financial performance, avoid the temptation to respond to these directly unless you respond with approved messaging the Company has prepared for those topics. When in doubt, contact your local Public Affairs and Communications director.

STCU:

“When it doubt, ask. You may contact the Human Resources team, any Brand Marketing manager / assistant manager, or the social media on-call phone at...”

“

Legal and ethical guidelines



② **Be wise on social media.** You are a brand ambassador. It's great to engage with STCU's social media accounts ("like" or share our posts, etc.), discuss your personal experiences as a credit union employee, or post *about* STCU. Please do not, however, post *on behalf of* the credit union. That rule includes references to specific rates or policies (which, besides being "off-brand," may get us into regulatory trouble).

- **Good:** "I had a blast today painting murals on underpasses with my STCU colleagues."
- **Good:** "Hey, friend. You might want to check out STCU's auto loans."
- **Bad:** "Here at STCU we're offering 2.02% APR car loans this week. Come on down!"
- **Online and social media policies:** Find them on the brand marketing page on the Insider.

“

Connections to other policies



Action plan,
step by step



Identify examples

Talk to leadership

Leadership sign off



Policy review

Draft edits
(possible legal)

Legal review
and rollout





Thank you!

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