

Social media policy workshop

September 19, 2019

Program of the day

Welcome & introduction

Social media policy: what & why?

Key elements of a social media policy

Choosing the appropriate format for your organisation

Break



Implementing the social media policy

Your employees as online ambassadors

Maintaining your (online) reputation: social media in times of crisis

Final questions & key takeaways

The end



INTRODUCTION

1

World's most popular social networks



Facebook
2,375 million active users
per month



Twitter
330 million active users
per month



YouTube
2,000 million active users
per month



LinkedIn
310 million active users
per month



Instagram
1,000 million active users
per month

Source: Statista

Belgium in digital numbers

JAN
2019

BELGIUM

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



11.53
MILLION

URBANISATION:
98%

MOBILE
SUBSCRIPTIONS



10.18
MILLION

vs. POPULATION:
88%

INTERNET
USERS



10.86
MILLION

PENETRATION:
94%

ACTIVE SOCIAL
MEDIA USERS



7.50
MILLION

PENETRATION:
65%

MOBILE SOCIAL
MEDIA USERS



6.60
MILLION

PENETRATION:
57%



we
are
social



we
are
social

15

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EURO STAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAB; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].



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are
social

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE
(ANY TYPE)



94%

we
are
social

SMART
PHONE



71%



LAPTOP OR DESKTOP
COMPUTER



77%

we
are
social

TABLET
DEVICE



43%

TELEVISION
(ANY KIND)



93%



DEVICE FOR STREAMING
INTERNET CONTENT TO TV



9%

we
are
social

E-READER
DEVICE



4%



WEARABLE
TECH DEVICE



6%

18

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). ***NOTE:** PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE DETAILS OF HOW GOOGLE DEFINES 'ADULT POPULATION'. **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



7.50
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



65%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



6.60
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



57%

we
are
social



31

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KERIOS ANALYSIS.

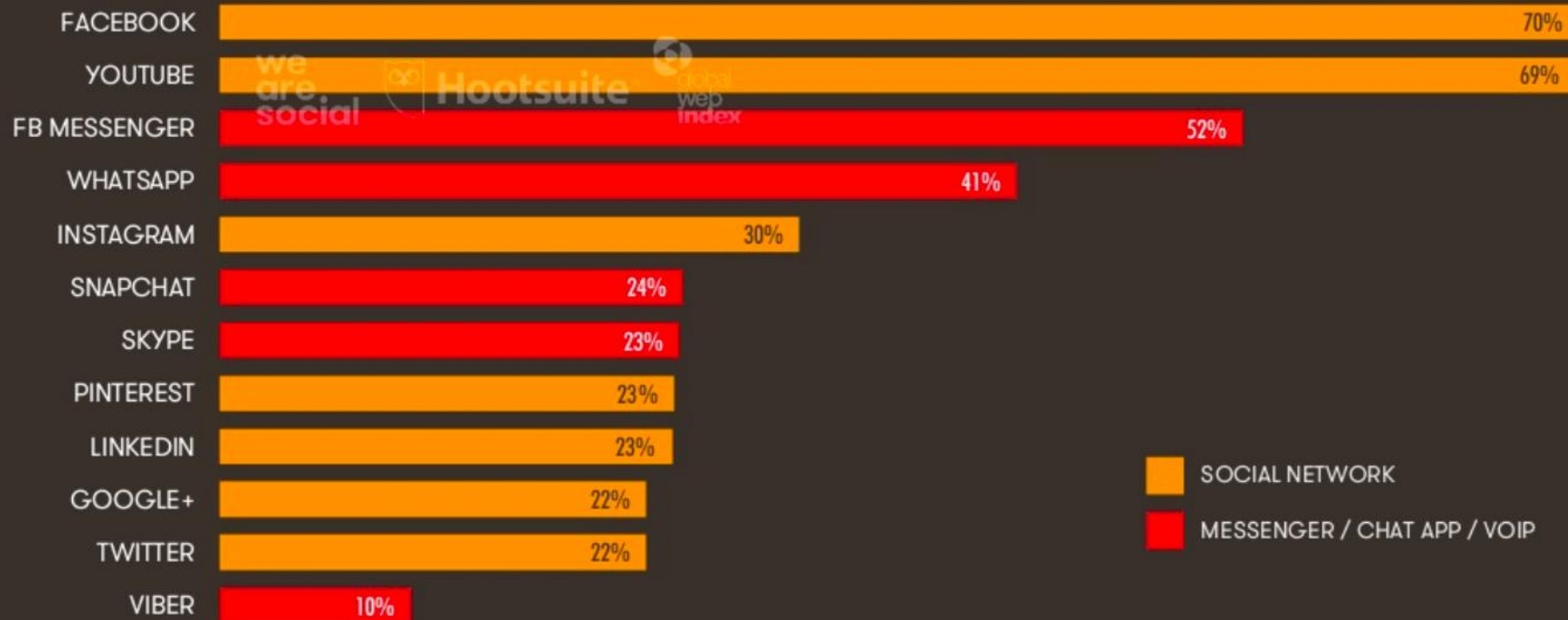
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JAN 2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



 SOCIAL NETWORK
 MESSENGER / CHAT APP / VOIP

67

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

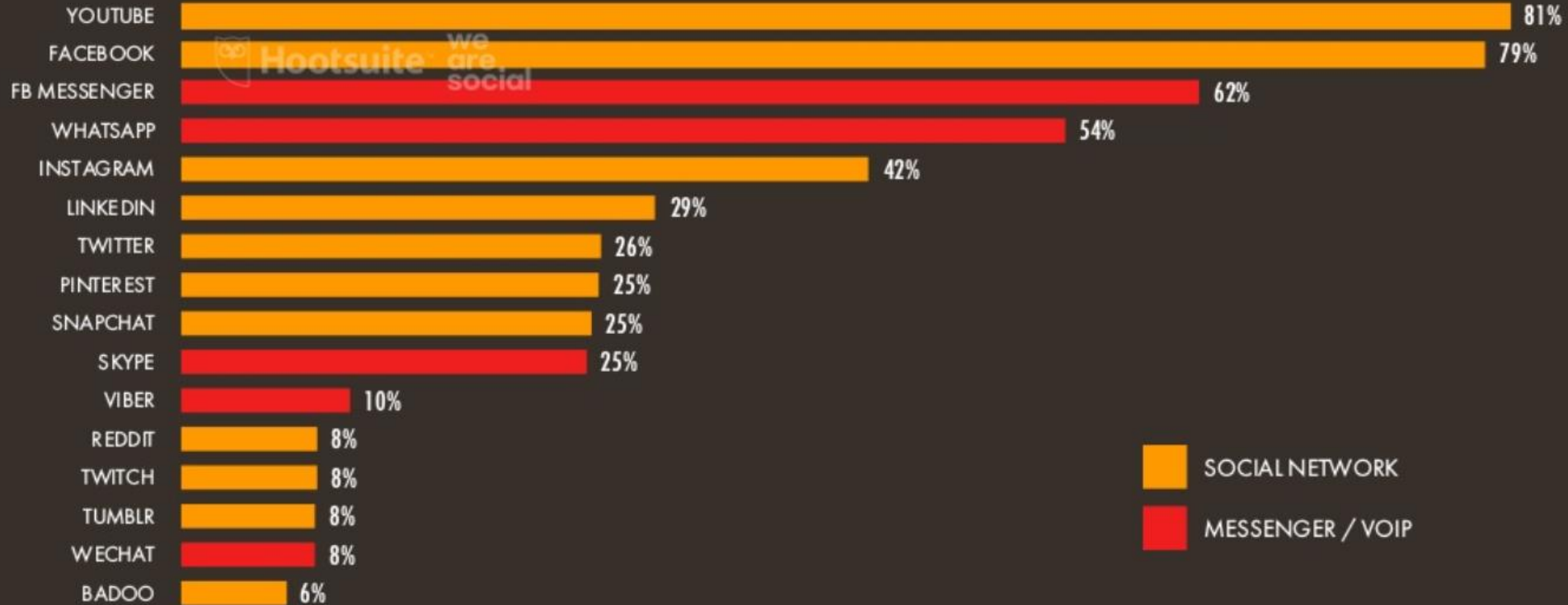


Belgium in digital numbers

JAN
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MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



33

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.



SOCIAL MEDIA POLICY

WHAT & WHY

2

What is a social media policy?



*A social media policy outlines how an organization and its employees should conduct themselves online. It helps **safeguard** your brand's **reputation** and encourages employees to **responsibly share** the company's message.*



*A good **social media policy** is a living document that provides **guidelines** for your organization's **social media** use. It covers your brand's official channels, as well as how employees use **social media**, both personally and professionally.*



What should be included?



➔ What the **COMPANY** will & will not say/do online

➔ What **EMPLOYEES** can & cannot say/do online

➔ What **MEMBERS OF THE PUBLIC** can & cannot say/do on company property

Developing an online identity for your company



What the **COMPANY**
will & will not
say/do online



What **EMPLOYEES**
can & cannot
say/do online

What **MEMBERS OF THE PUBLIC**
can & cannot
say/do on company property

To have a consistent voice on
your social media

To avoid posting potentially
risky statements or information

To give employees instructions
re. how to handle corporate
accounts

To increase your company's
visibility

Empowering your staff, without putting your (brand) credibility at risk



What the COMPANY will & will not say/do online

To set expectations for appropriate behaviour

What EMPLOYEES can & cannot say/do online

To address limitations on what employees can post about the company on their personal accounts

To ensure that an employee's posts will not expose the company to legal problems or public embarrassment

What MEMBERS OF THE PUBLIC can & cannot say/do on company property

To potentially place restrictions on social media use inside the workplace

To provide a framework for crisis management

Protecting the company



What the COMPANY
will & will not
say/do online

What EMPLOYEES
can & cannot
say/do online

What MEMBERS OF THE PUBLIC
can & cannot
say/do on company property



To avoid offensive comments or posts on the company page

- E.g. obscenity, nudity, defamation or hate speech targeting people or groups based on race, ethnicity, religion, gender, or any other protected status
- To avoid comments/posts that threaten to harm individuals, groups or organizations.

My notes

My notes

My notes

KEY ELEMENTS OF A SOCIAL MEDIA POLICY

3

Define the scope of your policy



What the **COMPANY**
will & will not
say/do online

What **EMPLOYEES**
can & cannot
say/do online

What **MEMBERS OF THE PUBLIC**
can & cannot
say/do on company property

Describe your company's social media strategy & online identity

What are your objectives?

Who are your audiences?

Which Social Media platforms should you be present on?

What are your messages?

- . Themes
- . User experience
- . Interaction and engagement
- . Language and tone of voice

5-step approach

Digital Strategy	<ul style="list-style-type: none">. Objectives. Audiences. Key messages
Content plan and editorial calendar	<ul style="list-style-type: none">. Editorial policy. Frequency. Messages
Building visibility	<ul style="list-style-type: none">. Paid advertising. Activation of ambassadors
Engaging with audiences	<ul style="list-style-type: none">. Increase the reach of information actions. Engage in conversation and interaction through campaigns. Generate traffic to the website
Measuring and adjusting	<ul style="list-style-type: none">. Campaign analysis. Adaptation

Which platform, for which audience?



- General public
- Consumers
- Activists
- Employees

- Emotional
- Private



- Opinion leaders
- Journalists
- Decision-makers

- Seek information
- Debate



- Professionals
- Employees
- Opinion leaders
- Decision-makers

- Professional
- *Thought leadership*



- Consumers
- General public

- Emotional
- Positioning and storytelling



- Consumers
- General public
- Professionals
- Employees

- Emotional
- *Storytelling*
- Professional
- *Thought leadership*
- Seek information

Clarify who can speak for your company on social media

Do you as a company want to answer questions through social media?

Who manages the company's social media accounts?

Do you want your employees to speak on behalf of the company on social media?



Example

Representing our company

- Some employees represent our company by handling corporate social media accounts or speak on our company's behalf. When you're sitting behind a corporate social media account, we expect you to act carefully and responsibly to protect our company's image and reputation. You should:
- **Be respectful, polite and patient**, when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises towards customers and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our confidentiality policy and data protection policy** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Inform our [PR/Marketing department]** when you're about to share any major-impact content.
- **Avoid deleting or ignoring comments** for no reason. They should listen and reply to criticism.
- **Never post discriminatory, offensive or libelous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

Outline how you want your employees to behave online

Which tone of voice should be used when speaking on behalf of the company on social media?

Do you want them to explicitly state that their posts are their own?

Do you want to warn them about the risks of sharing personal information?



DOs



DON'Ts

Example

Using personal social media

- We *[allow]* our employees to access their personal accounts at work. But, we expect you to act responsibly and ensure your productivity isn't affected.
- Whether you're using your accounts for business or personal purposes, you may easily get sidetracked by the vast amount of available content. So, please restrict your use to a few minutes per work day.
- We ask you to be careful when posting on social media, too. We can't restrict what you post there, but we expect you to adhere to our confidentiality policies at all times. We also caution you to avoid violating our anti-harassment policies or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to). In general, please:
- **We advise our employees to:**
 - **Ensure others know that your personal account or statements don't represent our company.** You shouldn't state or imply that your personal opinions and content are authorized or endorsed by our company. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
 - **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
 - **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our company's anti-harassment policy, if directed towards colleagues, clients or partners.

Consider potential legal risks



Social Media Principles

1. Protect Information
2. Be Transparent and Disclose
3. Follow the Law, Follow the Code of Conduct
4. Be Responsible
5. Be Nice, Have Fun and Connect



Keep your employees (and company image) secure



3 Rules of Engagement



- Disclose**
Your presence in social media must be transparent
- Protect**
Take extra care to protect both Intel and yourself
- Use Common Sense**
Remember that professional, straightforward and appropriate communication is best

My notes

My notes

My notes

CHOOSING THE APPROPRIATE FORMAT FOR YOUR ORGANISATION

4

Adapt your tone of voice

Keep it simple

Encourage your employees to
be the face of the company –
don't be too strict

Stay true to your company
culture & identity



My notes

My notes

My notes

IMPLEMENTING THE SOCIAL MEDIA POLICY

5

How to distribute and implement it?

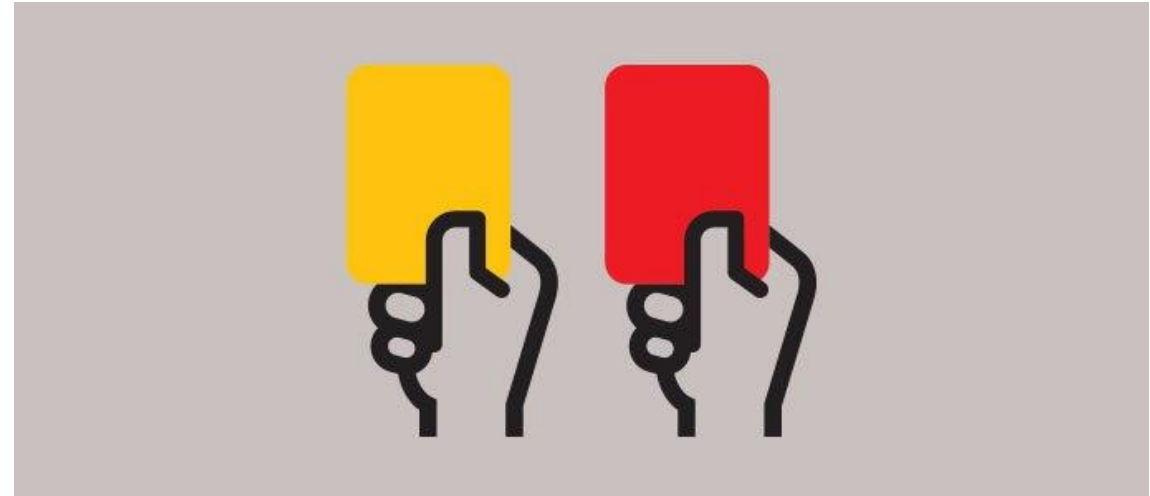


Internal communication plan to raise awareness

(Interactive) training sessions / videos / webinars

What if someone does not comply? – Examples

- We'll monitor all social media postings on our corporate account.
- We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines.
- Examples of non-conformity with the employee social media policy include but are not limited to:
 - Disregarding job responsibilities and deadlines to use social media at work.
 - Disclosing confidential information through personal or corporate accounts.
 - Directing offensive comments towards other members of the online community.
 - If you violate this policy inadvertently, you may receive a reprimand. We expect you to comply after that, or stricter disciplinary actions will apply.



It's a living document



Regular updates

My notes

My notes

My notes

YOUR EMPLOYEES AS ONLINE AMBASSADORS

6

Role of an ambassador

- Your employees are your **best ambassadors**
 - Involve them in developing the social media policy
 - Set up an internal communication campaign to **share your initiatives**



What can employees bring to your story?

Trust

Employees, on average, are trusted **16%** points more than CEOs on messaging around employee/ customer relations

[Edelman Trust Barometer 2017]

Authenticity

80% of people are proud of the company they work for – but only **5%** share news on social media

[Portland Communications 2017]

Interest

Real people can provide more engaging content by making it more human and relatable. And with a range of people you can have more variety and creativity

Source: Addison Group

How to turn your employees into ambassadors?



Symbol

- Employees used to **represent** the organisation
- Campaigns led centrally by comms/HR team



Endorser

- Employees **sharing stories** through their own **social media** and relationships
- Content created by central team



Contributor

- Employees **writing articles** on latest activities
- Content briefed from central team, feeding into existing channels



Creator

- Employees surfacing and **creating content**
- Deploying a **network** of ambassadors creating their own content
- Employees **trusted** with responsibility of **managing channels**
- Identifying what to **share**, what **represents** your brand

Source: Addison Group

Symbol

Employee as Symbol: Transport for London



Source: Addison Group

Endorser

Employee as Endorser: PwC

A structured process that informs and encourages:

- Network of ambassadors
- Social media masterclasses
- Reverse mentoring
- Pre-written tweets for employees to post
- Encourage personal tweeting
- Weekly leaderboard



Source: Addison Group

Contributor

Employee as Contributor: Reebok

#FitAssCompany: Lasse Becker, Reebok Senior Finance Manager

Posted by: Lasse Becker
Reebok Senior Finance Manager

For Reebok employees, fitness is not just a hobby or career path, it's a way of life. Whether burpeeing alongside co-workers at Reebok CrossFit ONE or racing their colleagues in the 2-mile loop around Reebok Headquarters, Reebok employees are getting up from their desks and getting their sweat on. Why? Because we're a #fitasscompany, here to practice what we preach. Today's story comes from Lasse Becker who works as a Senior Manager for Reebok Sports Marketing and Brand Management.

On his role at Reebok...

I am the Senior Manager for Reebok Sports Marketing and Brand Management. In a nutshell, my team supports our business partners in all "finance-related" questions.

On the role fitness played in his life growing up...

Sports in general were an integral part of my life growing up in Germany. I started swimming when I was six years old, played soccer, and tried out table tennis. Working out helped me find new friends and was a welcomed balance to school. When I was 16, I swam at a national level and my team was like a family to me. I still keep in touch with my teammates and see them regularly when I'm back in Europe.

Source: Addison Group



Employee profiles on web



Engagement activity
posted to social

Creator

Employee as Creator: Cisco

Cisco Blog

Life At Cisco

[Most Recent](#) [Most Commented](#) [Recommended](#)



Life At Cisco

The Importance of Saying "Hello"



John Chandler - November 16, 2017 - 0 Comments

John shares how by just saying "hello" to strangers in the office, it has lead him to some meaningful experiences at Cisco.

[Read More](#)



Life At Cisco

Getting Creative About Community!



Madison Anderson - November 14, 2017 - 4 Comments

Ciscoian Madison A. shares how the HR team put together a community wall to promote Giving Back, Innovation, Learning & Development, and Social Events to help the team reconnect.

[Read More](#)

Cisco Blogs

Source: Addison Group

#WeareCisco



Snapchat



My notes

My notes

My notes

**MAINTAINING YOUR
(ONLINE) REPUTATION**

**SOCIAL MEDIA IN TIMES
OF CRISIS**

7

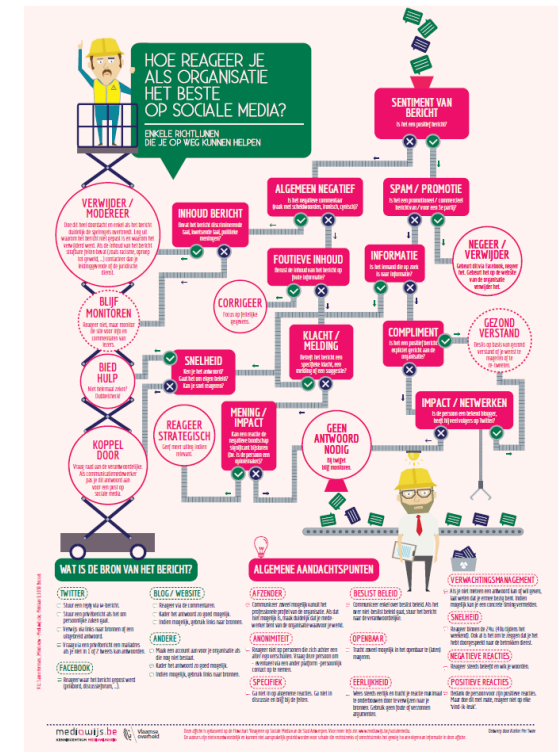
Prevent potential crises from ever taking root

“Employees [...] must clearly brand their online posts as personal and purely their own”

“Divulging information like the company’s design plans, internal operations and legal matters are prohibited”

How to manage your online reputation

- Ask yourself a number of questions:
 - Is your company directly addressed?
 - Questions or statements?
 - How many people picked up on the 'news'?
 - Is the campaign the result of a genuine mistake or misstep?
 - Or is it just a rumour?
 - Are KOLs taking a stance?
- Take the time to assess whether engaging with the community is wise, but keep monitoring for possible escalation
- Have a plan in place for what the response will be & how it will be communicated



Provide a plan & tools for dealing with conflict

Social media monitoring

Pre-approved answers/posts or templates for tweets, Facebook posts, LinkedIn updates, etc.

Decision-making flowcharts

One company, one message

Prepare your employees in advance

- Ensure that your employees are prepared to respond to queries in order to maintain a consistent message throughout the company.
 - E.g. friends and relatives requesting information from employees on their personal social media accounts
- All company personnel must be equipped with the proper policies and response procedures well in advance

My notes

My notes

My notes

KEY TAKEAWAYS

8

Key learnings

- Contextualize the need for a policy
- Create a link between the policy and your company's code of conduct
- Clearly stipulate what is permitted and what is not
 - Promote respectful behaviour
 - Illustrate with some (visual) examples
- Indicate that penalties may be imposed in the event of misuse
- Make sure the guidelines are comprehensible for everyone
- Raise awareness & give training

Action plan

Seek input



Your policy should be set up together with your employees. This will help ensure all your bases are covered and that everyone agrees with it.

Take into account your company's values & code of conduct



Your policy must be in line with the values of the organisation, and with the existing code of conduct

Develop the social media policy



Make sure to:

- *Clearly define the purpose*
- *Stipulate what is allowed and what's not*

Implement the policy



Organize internal trainings so everyone is aware of and accepts the new policy

Adapt



Social media channels are constantly evolving. Keep in mind to regularly adapt your policy.

Thank you!



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