

Marketing Department
Social Media Applications Policy/Procedure

By taking advantage of free online social media applications such as Facebook and Twitter, _____, will have additional channels of communication with customers, especially those who are technologically savvy. Like the Contact Us page on various _____ websites, Facebook and Twitter will provide additional means for a customer to connect with us, as well as to provide us with important feedback. It will also allow us to share photos and information with them.

By actively advertising our use of these leading-edge online applications on our websites, email signatures, business cards, selected brochures, and our customer newsletter, _____ continues to build the perception that our _____ is technologically advanced and conversant in web 2.0 applications and online social networks.

As a rule, _____ social media applications will not be used to sell products; they will be used primarily for:

- Responding to customers
- Soliciting customer / community feedback
- Publicizing sponsored events, seminars, etc.
- Sharing photos of sponsored events, seminars, offices, etc.
- Monitoring information about _____
- Keeping the brand fresh and up-to-date
- Putting a human voice to the brand.

All social media applications will feature direct links to the _____ website, which features a robust disclosure on all pages.

_____ will take advantage of the following free social media applications:

- Facebook
- Twitter
- LinkedIn (on an individual basis only)

Facebook (FB)

Description: Facebook is an online application that allows _____ to create a web page on which to post commentary, photos, events, and other company information, including a link to the _____ website. A special Notes page also allows for posting of additional content; the highly detailed _____ disclosure has been posted on this page. Unlike our own proprietary websites, our ability to post / move / locate information is limited by the FB template.

Other FB users may become “Fans” and read and comment publicly on _____ information. They may also send private messages to _____ via FB. Rather than a sales tool, FB provides an additional means of communication with tech savvy consumers.

Content can be modified and/or deleted once published.

Username: _____

Password: _____

All business FB pages can only be accessed from a personal page, through assigned Administrators

Administrators: VP Marketing
 Marketing Coordinator
 Marketing Assistant

Monitored By:
Primary: VP Marketing
Backup: Marketing Assistant

Frequency: All day, throughout weekday

Update Frequency: Daily

Update Content: See Editorial Calendar section

Safety: The _____ FB description contains this phrase:
“REMINDER: Never include personal account information on Facebook.”

Twitter

Description: Twitter is an online application that allows _____ to create a “Profile” and send short messages to “Followers.” Followers may read comments by _____ and _____’s Followers. Followers may also send a Direct Message (if _____ is also following them), which is viewable only by _____. All comments and messages are limited to 140 characters.

The Profile description is limited in number of words, and includes a link to the _____ website. Tweets can be deleted once published, but cannot be modified.

Rather than a sales tool, Twitter provides an additional means of communication with tech savvy consumers.

URL: http://twitter.com/_____

Email: All secure access information is stored in Marketing electronic files

Username: _____

Password: All secure access information is stored in Marketing electronic files

Monitored By:

Primary: VP Marketing

Backup: Marketing Assistant

Frequency: All day, throughout weekday

Update Frequency: Multiple times per day (no more than 6-8)

Additionally, the following Tweet (comment) is sent once daily, at 4:00 pm on Fridays: “I’m signing off for the weekend, and will catch up with you on Monday. Remember, never share personal account info on Twitter.”

Update Content: See Editorial Calendar section

Safety: The profile description includes the following statement: “REMINDER: Do not include personal account information in tweets!”

Weekly Editorial Calendar

The same information can be published simultaneously on both Facebook and Twitter.

Monday	FB Weekly Status update
Tuesday	Tuesday Tip: Financial Tip
Wednesday	
Thursday	Thursday Trivia: Financial Trivia
Friday	Friday's Fact: Financial Fact

Monthly:

FB:	Reminder to follow in Twitter
TW:	Reminder to Fan on Facebook
TW:	Reminder to check driver's license expiration