## SOCIAL MEDIA GUIDELINES

*You may think you do not need to have any social media guidelines in place? Even if your salon/spa does not use social media marketing, it needs social media guidelines. There is a high chance that your employees are active on a variety of social media platforms and may be representing your salon/spa without you even knowing it. For any salon/spa that employees more than one person it is essential that you have a set of social media guidelines to protect both the employee and your business.*

We understand that social media plays a large part in your personal life. It is a requirement of your employment to limit the use of social media to outside your work hours or during your breaks. We expect all our employees to always follow these guidelines.

By social media we refer to a variety of online communities including blogs, social networks, chat rooms and forums, not just Facebook and Instagram. The guidelines apply to two different elements, one, using personal social media at work and two, representing our company through social media.

Please keep these guidelines in mind when using social media:

### Personal Social Media

* Social media is a public forum, even your private Facebook profile can be visible to others if not secured in your privacy settings.
* Consider what you are posting on social media, ensure you are always adhering to confidentially policies.
* When it is identified you are an employee of *(insert your business name)* always be polite and respectful of the opinions of others.
* Do not contact/solicit clients, post-employment will be in breach of the terms outline in this policy.
* No mention of previous employment of *(insert your business name)* is to be used as a marketing strategy in your personal social media accounts after the employment term.
* Do not use social media to complain or comment negatively about your employment.
* Do not use social media to comment about clients of *(insert your business name)*.
* Do not disclose confidential information about clients, other staff, or any private information about *(insert your business name)*.
* Management reserves the right to request images of clients, models of the salon be removed after the term of employment.

Representing ***(insert your business name)*.**

There may be times when you are representing *(insert your business name)* on social media accounts and responding to enquiries and comments on the business’s behalf.

* Be respectful, polite, and patient when engaging in conversation on the business social media accounts.
* Do not speak on matters outside your field or expertise.
* Follow our confidentiality guidelines and data protection guidelines.
* You have access to our private salon Facebook group and messenger to allow contact between management and each team member and to share any updates. Posts on this group are not to be shared with anyone outside this group without permission from management.