

# SOCIAL MEDIA GUIDE AND CHECKLIST

T: 23 9238 9818 E: help@ihruk.com W: www.ihruk.com



## Use of social media may be relevant to a business IF:

- Blogging and networking are conducted on the company website;
- The business (staff) are using social media sites, in order to further the company's business in some way;
- Third parties refer to the company's business or products on their own social media sites (such as blogs)
- Staff are using social media sites to make comments about the company.

## Precautions a business should take:

- carry out a risk assessment on user-generated content and potential market abuse
- establish terms of use and privacy policies
- provide guidance to people on correct use of social media
- review relevant third-party terms of use and privacy policies
- check your legal compliance in the use of social media
- obtain relevant consent from appropriate persons (staff, third parties, customers)
- ensure that you disclose all material connections with third party bloggers
- check your insurance covers you for online activities!

## Its best not to:

- Impose unnecessary or impractical rules regarding use of social media.
- use data, names, images or information without first obtaining consent.
- forget about any regulatory rules and standards when using social media
- use social media without first checking any associated legal risks.

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