

Your Credit Union
Social Media Policy—DRAFT 1
Month, Day, Year

This policy pertains to the use of social media channels by Your Credit Union (YCU) staff. It will be reviewed and revised yearly, or earlier if needed.

Our philosophy about social media

YCU believes that... [ADD YOUR BELIEFS ABOUT USING SOCIAL MEDIA HERE, TYING THEM TO YOUR CU'S VISION, MISSION AND VALUES.]

Our goal(s) using social media

WHAT DO YOU HOPE TO ACHIEVE LONG-TERM BY USING SOCIAL MEDIA?

Major platforms we use

“WHERE” SHOULD YOU BE ON SOCIAL MEDIA?

Staff roles

WHO IS DOING WHAT, AND WHO REPORTS TO WHO?

7 Key do's of our policy

• WHAT WILL YOU DO DAY-TO-DAY TO ENSURE A FOCUSED, CONSISTENT PROGRAM? MAXIMUM 7 POINTS.

7 Important don'ts

WHAT RULES WILL YOUR SOCIAL MEDIA PROGRAM FOLLOW REGARDING POST TOPICS, NEGATIVE COMMENTS, POSSIBLE HACKING, PASSWORDS, ETC.