

The importance of a social media policy in the workforce

 By [Nozibele Zondi](#)

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It is a known fact that happy employees make great ambassadors for the companies they work for. With different organisations striving for the "best employer" recognition, any positive feedback from employees is a step closer to them achieving that goal.



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Social media, which can no longer be ignored, affords people the opportunity to express their different emotions about various subjects and their jobs are no exception.

While employees who talk positively about their employers provide some well-deserved good publicity, this phenomenon also poses huge risks for companies where boundaries of what could be disclosed in social media are not set.

Risks associated with misguided social media behaviour:

- Negative publicity by disgruntled employees
- Disclosure of confidential information which can unintentionally open the organisation up for unnecessary public scrutiny.
- Untactful and inaccurate information by those who are not in a position to back up, defend information they communicate in media and to the general public.
- Unintentional disclosure of trade secrets to competitors.

It has therefore become imperative for companies to have a social media policy which is discussed with employees and agreed upon at the time of their appointment.

Talking about the organisations' programmes, events, achievements and challenges publicly should also be handled by those who are adequately trained and equipped to deal with media and public to avoid organisations having to spend some

of their marketing budget on unnecessary fires started in moments of unrestrained emotions.

ABOUT NOZIBELE ZONDI

An Independent Radio Advertising Consultant and Founder of Nubia Advertising and Promotions. Nubia is a consultancy agency providing 360° integrated marketing and communication solutions to companies needing assistance with communicating their advertising message effectively. After completing her Diploma in Marketing Management, she worked in Media Sales for Primedia Broadcasting, ThisDay Newspaper, Mediamark and spent her last 4 years in corporate at The SABC, working as a Portfolio Sales Manager for Urrhlobo Wenene and trufm

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