***Policy use of social networks within the organization.........................***

METHODOLOGY

**Section 1: Background**

► Content:

This section will present the vision, values, and principles of the organization regarding the use of social networks. It can include definitions of the used concepts to ensure a common understanding by all parties involved.

► Instruments:

- Questionnaires for employees and organization management;

- Discussions with employees and organization management;

- Analysis of organizational documents (charter, articles of incorporation/document of establishment, the organization's mission, organization and functioning regulation, internal regulation, job description etc.).

**Section 2: General considerations on social networks**

► Content:

What are the social networks used and recognized by the organization (specifying web links)? What is the purpose of using each profile by someone (the structure of the organization) and with what frequency? Who supervises the communication activities via social networks?

► Instruments:

- Discussions with employees and organization management;

- Analysis of organizational documents (charter, articles of incorporation/ document of establishment, the organization's mission, organization and functioning regulation, internal regulation, job description etc.).

**Section 3: Social networks management processes**

► Content:

It will be specified what kind of content is published on every social network, which are the principles due to be met in the postings (e.g. non-discrimination, equal opportunities, apolitical character, ethics over the competition, copyright, etc.). It will also include specifications on the appropriate language, but also on the allowed links with other pages (what kind of content can be recommended through social networks).

Often, social networks are the arrival point of suggestions and complaints. People who manage these accounts must be prepared to respond promptly and to direct messages to the appropriate departments.

► Instruments:

- Analysis of the social networks’ profiles of organizations that should be pursued in order to gain information, but also the analysis of the profiles of the competition;

- Discussions with employees and organization management;

- Analysis of organizational documents (charter, organisational charter, the organization's mission, organization and functioning regulation, internal regulation, job description etc.).

**Section 4: Social networks uses for professional purpose**

► Content:

It will be regulated to which extent is permitted the association between the image of the organization and the staff’s profiles. It will also be determined to which extent the human resources are encouraged to promote the organization's content displayed on the organization’s official page and to announce the position and the activities within it.

It will also be indicated to what extent the public profiles of employees are monitored and if so, which are the followed criteria and how they affect the employee's career path.

► Instruments:

- Analysis of staff’s presence on social networks;

- Relevant policies and procedures of the organization;

**Section 5: Social networks uses for collaborative purposes**

► Content:

It will be regulated to which extent to encourage certain social networks in order to facilitate collaborative work, stating also the concerned departments.

► Instruments:

- Analysis of staff’s presence on social networks;

- Relevant policies and procedures of the organization;

**Section 6: Social networks uses for recruitment processes**

► Content:

Please specify if your organization uses the following practices and if so under what conditions/circumstances:

- Request for social networks profiles at the stage of registration/application;

- Check for social networks profiles;

Also, when checking the information published on these profiles, it will be stated to what extent they influence the assessment of candidates and which elements are followed.

► Instruments:

- Quantitative and/or qualitative research regarding the candidates’ perceptions and expectations;

**Section 7: Training Programs**

► Content:

It will be specified the ways through which we are looking to increase employees’ digital literacy in order to use social networks in an efficient way:

- How the organization ensures training programs, disseminates or encourages employees to participate in various learning opportunities;

- To what degree support in using social networks for employees is ensured, if there is anyone who can help, guide, or answer to various questions.

► Instruments:

- Training courses, seminars, workshops;

- Support tools in the IT&C area;

**Section 8: Final statements**

► Content:

- To what extent the organization takes responsibility for the contents published on social networks;

- Persons responsible for regular updating the document;

- A person to contact for any suggestions or objections regarding the policy content;

► Instruments:

The analysis of the relevant legal frame;