

**J4/512 Midterm Assignment  
Social Media Policy  
Spring 2010**

Due: April 28

**Overview:** For this assignment, you'll be required to create a social media policy for an organization that does not currently have one published.

The policy will outline social media policies and guidelines as well as include a Code of Ethics for internal use. Your audience is staff, employees and other "internal" audiences. However, keep in mind that the organization may publish some or all of this online (as many social media policies are).

• **Choose one of the following**

- Your current or most recent employer
- Another organization with which you are familiar (as a current or former "insider" - an employee, intern, related to owners, etc.).
- If neither of these apply, please discuss with instructor.

**Requirements:**

*Create* a policy using the best practices you identified in the fourth case study. Format and contents will be dependent on the organization.

- *Provide* an overview of the organization (be sure to identify your audience; include number and type of employees) - 2 - 3 paragraphs
- *Describe* the role social media plays (or should play) in that organization - 3 or 4 paragraphs
- *Create* the organization's policies. Write as if you're going to publish for employees.
  - Explain as much as you think is necessary for employees to understand. - 1 - 2 pages
- *Develop* the organization's social media code of ethics - 1 page

*Total length: 3 - 4 pages*

**Grading Criteria:**

- Complete and correctly formatted. Pay attention to how most policies are formatted (sub-heads, bullet points, plain language).
- Style and tone: appropriate for the organization and its employees
- Insightful and creative: demonstrates clear understanding of social media policy role and purpose in the organization
- Grammar and writing style