

Employee Social Media Guidelines



Gallagher

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Social Media Guidelines

Gallagher's Social Media Guidelines are designed to advance the brands of Gallagher and the professional personal brands of its employees on social media.

Accounts

Employees are encouraged to use social media professionally. If you are using your account for work in any way, you must identify yourself as being a Gallagher employee in your profiles or bio.

When selecting accounts to use for work, it's important to always remember your audience. It's best to select accounts where clients, partners and prospects are also present professionally. Your private or protected account where you share photos and videos with your friends and family isn't a good account to use for work.

It's equally important to consider how active you are or plan to be on accounts when selecting accounts. It's best to be active on one account and then add another versus having several open accounts with little to no activity. Using social media professionally does require time and management. Gallagher may ask you to close inactive accounts that are opened for work. Gallagher will never ask you for personal account passwords.

Gallagher's strongest social media following today is on LinkedIn. If you are just starting out in using social media for work, your LinkedIn account is a great account to use professionally as it will connect you to the world's largest professional network.



Social Media Guidelines

Business Title

Use the job title that is on your business card. It's useful to have relevant job titles. To build credibility, it's also a good idea to include your professional designations.

Contact Information

Many professionals use social media to research and find contact information. Please include your business contact information, such as a phone number or email, on accounts so that you do not miss an opportunity to connect with others professionally. Also, include links to your accounts in your email signature line to encourage others to connect with you socially.

Content

Content should give clients value and assist in the decision-making process.

It's best not to share content published by our competitors.

All public content on Gallagher websites and Gallagher social media channels is approved for employees to share on social media.

Following

Follow your clients, prospect companies, influencers, media and industry leaders as they may give you insights such as job changes, new hires, industry thought-leadership, etc. that can provide additional opportunities to start or continue conversations.



Social Media Guidelines

Headshots

Use of headshots is another great way to help build trust and is recommended over the default profile images that many social networks use. Please remember to smile and look your professional best in your headshot. Selfies wouldn't be appropriate photos in most cases. A recent headshot works best. When selecting your headshot, ask yourself if it is representative of how you would present yourself in a business setting.

Messaging

When using messaging services, like instant messenger, direct messages or InMail, do not send confidential, personal, or sensitive information as this information can easily be screen shot and made public.

If reaching out to connect, be brief and conversational. Also show that you've done your research and reference something personal about them or their business or how you know or have something in common.

Opinion

Gallagher does not discriminate on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, physical or mental ability, veteran status, military obligations, or marital status.

Assume that any opinions you express in social media could damage your own and Gallagher's reputation and will be seen by a client, partner, prospect, future employer, boss, colleague and even your own family, etc. Also assume that even when you delete content and it is removed from your feed that it may still be publicly available if others shared, took screenshots or it went viral.

Social Media Guidelines

Include a disclaimer on the account profile/bio or within a post that is related to our business that reads, “views expressed are mine and don’t necessarily reflect those of my employer.” When space is restricted, use “views are my own.”

It is especially critical that we not comment during highly publicized world or business events, incidents or controversies. All media interactions should be vetted by the [Corporate Communications team](#).

Personal Details

Personal details, such as age or marital status, are best left off of your professional accounts. Ultimately, lead with your experience to establish yourself professionally.

Privacy

Assume any personal information shared on social media, regardless of your settings, is not private and may be linked back to you or Gallagher. If you are just beginning to use social media professionally, it’s always best to review all of your social media accounts and remove content you would not want others to see.

Professional Name

On accounts you use for work, use the name you use for work instead of a nickname or alternate pseudonym. Doing this will help built trust and improve the chances that your professional accounts are selected when others search for you online.

For more information

Please read our global social media policy, visit us on [GallagherOne](#), or send an email to socialmedia@ajg.com.

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