

### **Wells Fargo Social Media Policies**

Wells Fargo is a national bank with nearly 265,000 employees and over 70 million customers. Social media provides Wells Fargo with a platform to connect with their millions of customers. Due to the level of information exchanged in the financial industry, Wells Fargo requires their employees to follow their electronics communication and social media policies.

Wells Fargo employees have five responsibilities when using social media that are to think, to respect, to protect, to identify, and to participate. Below is the analysis of each responsibility.

1. **Think** – Employees must think before they post.
2. **Respect** – Employees must use the same level of professionalism online as they use at work.
3. **Protect** – Employees must keep the information of Wells Fargo and Wells Fargo customer's, private and confidential.
4. **Identify** – Employees must identify themselves as a Wells Fargo employee when posting about Wells Fargo matters. However, employee must state that they are speaking only on their behalf and not Wells Fargo. Employees must use personal emails when creating social media sites or posting information that is not in relation to Wells Fargo.
5. **Participate** – Employees can take part on pages created by Wells Fargo; however, they are unable to answer customer's questions or sell on those sites.

Wells Fargo employees can access business related information on social media sites during working hours. However, Wells Fargo only allows certain individuals to speak on their behalf. All other employees are required to get prior approval before commenting to the public or posting on social media sites on the behalf of Wells Fargo.

### **My Company's Social Media Policies**

I work for an ultrasound company and we have a total of 80 employees. Our customer base consists of hospitals, private practices, retailers, dealers, and wholesalers. We use social media sites like Facebook and Twitter to promote our business; however, my company doesn't have any social media policies.

### **Analysis of Wells Fargo & GMI Social Media Policies**

Wells Fargo trusts their employees to make their brand successful, so employees follow policies and business strategies that can increase the brand of the company. This is made possible through [employees] steadfast commitment to:

(1) do the right thing for the customer; (2) provide safety and security; (3) care deeply about service; (4) support local communities; and (5) improve the customer experience through innovation” (Wells Fargo, 2015).

Wells Fargo's social media policies are good for their overall business strategy because the policies protect the interest of the customers and the company.

Unfortunately, my organization doesn't have any social media policies since the business is relatively smaller than a Fortune 500. My company expects employees to abide by general honor and ethical codes. However, the organization is risking their credibility and their integrity by assuming an employee will behave in a particular manner. I believe my company can establish a policy that specifies the appropriate use of social media during business hours and align the policy with the companies' code of ethics and values.

### **References**

Wells Fargo. (2015). About Wells Fargo. *Vision and Values: Our Vision*. Retrieved from

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