Social Media Policy. Paper details: Create a two page social media policy for an organization (of your choice) with the goal of positive messaging, neutralizing risk, and crisis prevention. The format should follow the same format used in the crisis communication plan. The policy must clearly identify the organization/target audience that the social media policy is written for. describe procedures regarding how employees (such as the PR director/spokesperson) should use social media when representing the organization. Explain how social media can be used for positive messaging, crisis prevention, and neutralizing risk. Add any other sections that might be relevant to your organization. Apply course concepts when you create the policy. include clear, detailed procedures using a format that is easy to follow. add any templates or worksheets that might be helpful for leaders to use. use text enhancements and visuals to emphasize and for clarity. In addition to basic enhancements, such as bold, underlining, italics, caps, font/font size, and color-coding, you can include graphs, illustrations, or other visual elements.