



ONLINE SAFETY CHECKLIST

Create welcoming, positive brand experiences for all and keep your employees, workplace and audience safe with this free online safety checklist.

12 Essential Steps for Online Safety

1. Nominate your Trust and Safety Team

Give online safety a face in your organisation. Include key members in your Trust and Safety Team such as Marketing, Social Media, IT and PR managers. Allocate specific people to keep up to date with the news cycle and report on relevant conversations taking place online.

2. Identify potential risks

Does your audience include high-profile individuals, vulnerable adults or children? Mindmap problematic topics relevant to your organisation and write up responses for each one.

3. Look Back

Review past online safety incidents and capture learnings. Log what response you posted and use that to inform the team for future occurrences.

4. Protect Employees

Every team member from the CEO to customer service representatives can fall victim to online harassment and doxxing. Share online safety tips and tools with employees so they know how to lock down their personal channels and keep themselves safe too.

5. Learn the language and look out for it

Keep a live list of keywords and phrases of concern around key issues (suicide, self-harm, scamming, hate speech, profanities, misinformation, violence, illegal activity.) Tap into the vast knowledge within your organisation to crowdsource phrases to look out for. Search sites such as Urban Dictionary for acronyms, slang terms and code words. Set up alerts and monitor each day or upload them to your chosen social media management tool. Work with a professional moderation agency with online safety expertise if you need help spotting the more subtle signs of grooming, suicide or self-harm.

6. Publish your online safety policy

Develop a clear and concise online safety policy. Make sure it is highly visible, accessible and written in plain English. Not sure where to start? Take inspiration from TikTok Safety Centre, Discord Safety Principles or Instagram Safety.

7. Set community guidelines

Set rules for behaviour and enforce them consistently. Be clear on what help you can provide and at what point you will signpost community members to support elsewhere. Browse this list of recommended organisations to signpost to for support. If you have policies around the removal of content and/or community members, follow through on these policies. Include messaging and responses to explain why you've taken such actions and be transparent with both your community members and those removed.

8. Get to know your community

Make a list of your known online advocates including celebrities, influencers and supportive community members, and keep it up to date. Set up alerts to pull in mentions of them on a daily basis.

9. Keep up to date

Sign up to the SMOSLetter to stay up-to-date with the latest online safety trends and best practices.

10. Protect your community members' privacy

Advise against sharing identifying information unless that is what your community channel is for (and is, ideally, member-only). Be aware of the 'jigsaw effect'. Behave responsibly, don't ask for users' details to be shared publicly, always direct them to direct message any customer details and, explain why so that they know the brand values their online privacy and safety.

11. Embed online safety in your campaigns

Before starting a new marketing message or promoting a product release check in with your Trust and Safety team. They can share any potential concerns and prepare for any incoming comments. Risk-test new content and campaign ideas. Ask around the office or set up a small but diverse team to sense-check content. Monitor reactions after launch and note if something provokes a response you weren't expecting. Think about how much is spent on marketing and paid ads and then remember to allocate a similar budget to customer engagement, conversation monitoring and safety.

12. Build your online safety hub

Keep all the above online safety preparation, agreed messaging, guidelines and key contacts accessible and up to date in a central digital hub.

Online Safety Checklist

<input type="checkbox"/>	1. Nominate your Trust and Safety Team	Complete by:
<input type="checkbox"/>	2. Identify potential risks	Complete by:
<input type="checkbox"/>	3. Look Back	Complete by:
<input type="checkbox"/>	4. Protect Employees	Complete by:
<input type="checkbox"/>	5. Learn the language and look out for it	Complete by:
<input type="checkbox"/>	6. Publish your online safety policy	Complete by:
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<input type="checkbox"/>	8. Get to know your community	Complete by:
<input type="checkbox"/>	9. Keep up to date	Complete by:
<input type="checkbox"/>	10. Protect your community members' privacy	Complete by:
<input type="checkbox"/>	11. Embed online safety in your campaigns	Complete by:
<input type="checkbox"/>	12. Build your online safety hub	Complete by: