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## Walmart Social Media Guidelines

We engage with our customers and stakeholders beyond the walls of our stores: you can find us on Facebook, Foursquare. This page will give you a better idea on how to engage with us in social media and provide you with information.

- Walmart's Twitter Engagement Guidelines
- Walmart's Facebook Engagement Guidelines | Additional Guidelines For Associates
- Guidelines for Associates' Use of Walmart -Sponsored Location Based Promotions
- The Walmart Moms Program

### Walmart's Twitter Engagement Guidelines

Twitter asks a very basic question of its users: "What's happening?" And we know the answer: We want to help people save money so they can live better.

Through our Twitter account we aim to provide you with information on Walmart's major activities, from healthier foods to charitable giving. We welcome your thoughts on any and all of those topics.

Please note that we won't be able to reply to store or service issues through Twitter. If you have store or service issues please visit our Walmart [Facebook feedback app](#), leave a comment through our [We're](#)

Here are a couple of things you should know about our Twitter engagement:

- All official Walmart Twitter users are identified on this page: <http://walmartstores.com>
- We are committed to having a dialogue with our followers. We count on you to use @WalmartStores. Please support any claims with links to information sources whenever possible. We'll help you get them up with facts.
- We strive to respond to as many relevant questions and comments as possible, but we can't respond to all messages we respond to.

- Following a Twitter account or including an account in a Twitter list does not constitute approval of messages posted on accounts that Walmart does not own, or marking them as “favorite”

The posting and presence of content on Twitter and on this site does not necessarily mean Walmart approves of it. Nothing in any Twitter page constitutes a binding representation of Walmart. Please review Twitter’s terms of use carefully when engaging on the site. [Back](#)

## Walmart’s Facebook Engagement Guidelines

We’re excited that you’ve joined us on our Facebook Fan page, and we know you’ve got plans to save people money so they can live better.

While you’re with us, we hope you’ll take a moment to read the following guidelines we ask you to follow on our page:

1. **Don’t do anything that breaks the law.**
2. **Be polite and courteous**, even if you disagree. Excessive name calling, profanity, flaming, harassment, bullying, gruesome language or the like, will not be tolerated.
3. **Stay on topic.** Keep the conversation relevant to the community and contribute to the discussion. No off-topic, spam or promotional postings.
4. **Keep it real.** All wall postings should come from a real person and Facebook profile. Fake profiles will be deleted when discovered.
5. **There is a place for customer service-related questions, complaints, concerns** on our Facebook page. If you have a customer service comment, complaint, concern or idea, we encourage you to post it on our Facebook page so that we can respond in a timely manner. Please note that any customer service posts that do not follow our guidelines will be removed when discovered. As always, if you would like to comment about customer service, please contact our Feedback or call 1-800-Walmart.
6. We reserve the right to remove content posted to Facebook that violates these guidelines.

If you are a Walmart associate, please follow these additional guidelines:

1. **Know the rules.** Before engaging on Facebook, or on any other social media proper to the Company, please review Walmart’s Social Media Policy and Walmart’s Information Policy. In any and all interactions made on social media, you must not disclose information about the Company’s business operations, products, services, or customer information. You must not speak for the Company without express written authorization from the Company.
2. **Remember that we have a dedicated FB team tasked with responding to customer inquiries.** Our dedicated Facebook team is responsible for engaging customers through our page. To avoid confusion, please do not respond to customer inquiries or comments directed specifically to the Company or asking for assistance. All customer inquiries should be directed to our Facebook team.
3. **Consider using company established channels for job-specific issues.** While we encourage you to engage with our community and participate in conversations with our customers and other users, we encourage you to direct all questions about your job or working environment to your store management team using the established channels.

**For Walmart managers:** If you are a manager, please make sure you are familiar with our the Walmart Wire. [Back to top.](#)

## Guidelines for Associates' Use of Walmart-Sponsored Locat

Walmart is currently experimenting with in-store promotional campaigns for users of locatic Places. If you are an associate using these services, you may have the opportunity to check you an unfair advantage over our customers. That's why we ask you not to participate in lo feel free to take advantage of location-based promotions when you check in at **other Walrn**

## The Walmart Moms Program

Participation in the [Walmart Moms](#) program is voluntary. Participants in the program are re as well as any compensation received, including travel opportunities, expenses or products participants may keep or dispose of product at their discretion. [Back to top.](#)

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