



Social Media Policy

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Social Media Policy

This policy is in place to minimise the risks to our business through use of social media. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.

This policy covers all employees, officers, consultants, contractors, casual workers and agency workers.

This policy does not form part of any employee's contract of employment and we may amend it at any time.

Use of social media by employees must not conflict with the aims of our business/organisation, or bring our business/organisation into disrepute in any way. Therefore guidelines apply to any social media content created by employees whether using their own name or an assumed name or "username" or anonymously, in terms of reference to their employment, our business/organisation, or their place of employment or their job/role within our business/organisation, or other staff at our business/organisation or our customers, contractors and suppliers.

We encourage staff to use social media to get involved in helping up promote all the companies across the group on our social media sites. Below, we have listed what is encouraged of you as an employee

- If you currently have a LinkedIn, Twitter, Facebook or Instagram profile, follow all the company pages that exist on each social media platform.
- Send the Human Resources department job ads for us to advertise to potential candidates across all social media sites. This will allow us to reach a wide range of people and advertise the type of roles we have available.
- Share your/company job ads on your own personal media sites and help promote them.

When you are authorised by your line manager to create content on social media directly related to your employment or professional role you are required to include the following disclaimer "The views expressed are my own and don't reflect the views of my employer".

You are required to comply with the following rules in your use of social media:

1. You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
2. Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum.
3. You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
4. You must not express opinions on our behalf via social media, unless expressly authorised to do so by your line manager. You may be required to undergo training in order to obtain such authorisation.

5. You must not post comments about confidential information or sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property. Confidential information includes information about the company's sales, potential deals or leads, contracts, financial results, clients, candidates, staff members or any other information that the business has not publicly disclosed. This also covers personal or private information about other individuals..
6. You must not include our logos or other trademarks in any personal social media posting or in your profile on any social media.
7. You should make it clear in social media postings, in your personal profiles, that you are speaking on your own behalf. Write in the first person and use a personal email address.
8. Unless authorised by your line manager for business related purposes, it is forbidden for any social media content that you create, or forward or link to, to identify our business/organisation or its customers, contractors and suppliers, however indirectly it identifies you, us or them. Therefore, giving the name of our business/organisation or a description of it or enough information to identify it or its location is not allowed, neither is the use of photographs taken at work or our business/organisation's logos allowed. For similar reasons, any other form of indirect identification is also not allowed.
9. You must not create or forward or link to any social media content which is abusive, obscene, discriminatory, harassing, derogatory or defamatory in relation to your employment or our business/organisation, customers suppliers or other members of staff, however indirectly it identifies you, us or them. Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
10. The personal use of social media and creation or updates of content on social media while at work should be restricted to outside normal hours or during authorised breaks and not using any work computer on our network.

Breach of this policy may result in disciplinary action up to and including dismissal. You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.