

Social media policy

The Company operates a social media policy to govern the use of this media within the Company. The policy covers profile pages and other resources maintained by employees on networking sites including, but not limited to, Facebook, Twitter and LinkedIn, as well as blogs, forums, message boards, review sites and online polls.

Social media can be a distracting technology which causes a negative effect on the productivity of employees working for the Company, however, it can also be an engaging platform that enables the Company to build new relationships with new and existing customers.

This policy sets out how employees must behave when using the Company's social media platforms and governs how employees should refer to and promote the Company on their own personal accounts.

Policy aims

The Company's social media use policy is applied in conjunction with the Company's internet policy and publicity policies. This policy applies to all employees, contractors and volunteers who use social media either for personal or professional reasons.

It is important that employees using social media in the workplace use it in a way which does not adversely affect the Company's reputation.

Social media can involve communication between job applicants and employees and is an avenue for the Company to promote and control their reputation. Social media may blur the boundaries between what is home and work. Access is often public, even amongst a limited group of connected accounts, and comments are often permanent.

Employees should be honest and respectful when using social media. Everything posted on social media may be tracked back to the source so employees must ensure content posted on social media accounts, both in a work and personal capacity, fits with the Company ethos, CSR and marketing brands.

Terms of use

Social media usage for work purposes is controlled by VP of Sales and Marketing. Approval will be granted by the VP of Sales and Marketing where use is required for your job role.

Social media usage for personal reasons does not need approval by the Company.

When using social media, either in a personal or work capacity, during or outside working hours, posts on social media must not:

- compromise the Company, disclose confidential data or disclose sensitive data
- must not damage the Company's reputation or brand
- must not breach copyright or data protection
- contain libel or defamatory content
- must not engage in bullying or harassment
- be of illegal, sexual or offensive content
- interfere with your work commitments
- use the name of the Company to promote products or political opinions.

Employees should ensure they consider the Company's other policies on marketing, promotion, sales, branding and confidentiality.

Employees should not, except for information freely available to members of the general public, disclose details of the Company's operations to outsiders without the prior consent of a member of the Board. No internal company information should be posted, otherwise placed on, or revealed, to any social media or other internet sites, be it confidential or otherwise, or comment on Company matters, even if this is during after-hours or personal use.

Social media content attributable to you which breaches the terms of this policy, or the other related policies, may result in an investigation and disciplinary action under the Company's disciplinary policy.

Social media and recruitment

Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting an idea of the personality of the candidate.

The Company does not permit those involved in the recruitment process to review or access candidate's social media profiles.

Business contacts

Details of business contacts obtained during the course of an employee's employment are considered confidential information and remain the property of the Company. Business contact details include the contacts records in computer software installed on an employee's computer as well as maintained in third party websites including social media.

Business contacts may not be added to personal social media accounts during the course of your employment. If any are, these must be removed upon termination of your employment.

Business contacts may be added to corporate social media accounts. A separate record of business contacts on social media should be maintained within the Company, updated as and when the contacts are added.

Policy enforcement

Using social media to refer to or notify business or personal contacts of your new employer will be seen as an attempt to solicit customers or poach staff and may result in civil proceedings being brought against you.

Using social media in a way which breaches this policy will result in such content being removed from corporate accounts and your authorisation to use corporate social media accounts on behalf of the Company being suspended and removed. Such content may be damaging to the Company or employees and may lead to disciplinary action under the Company's disciplinary policy, which may be serious or gross misconduct.

The Company reserves the right to check the social media accounts of employees in accordance with the internet and monitoring policy.