S 7 Social Media

Social Media Policy

**1 When does this policy apply?**

If you use social networking platforms (such as Facebook, Twitter and LinkedIn) during work hours, or to publish content regarding the Company, its employee or customers, you must comply with this policy, whether within or outside of the workplace or hours of work. This policy equally applies to any personal blogs you may operate.

**2 General requirements**

The Company respects your right to use social networking sites as a medium for your personal communication and self-expression. However, the Company requires all employees and contractors to ensure that the interests of co-workers and the reputation and business of the Company are protected.

**3 Important points about information you post online**

Information you post online, including on social media platforms such as Facebook, is not like having a verbal conversation with a person or group of people. This equally applies to LinkedIn and any posts you make regarding your work.

‘Conversations’ or posts online are in electronic form and have potentially wider circulation than a personal discussion. The nature of social media platforms means that comments might easily be forwarded on to others, widening the audience for their publication. Even if you limit the privacy settings on your social media platform to your ‘friends’ or ‘contacts’, your ‘friends’ or ‘contacts’ might include employees, clients or contractors of the Company.

Further, social media platforms leave an often-permanent written record of statements and comments made by people. These can be read at any time in the future until they are taken down and, because of the nature of the Internet, it can be difficult (if not impossible) to remove information.

You should therefore exercise considerable care in using social networking sites and be aware that making comments or conducting conversations that relate to employees, clients or contractors of the Company can affect the reputation and business of the Company.

**4 Information that you are prohibited from posting on a website or other social network**

Unless the Company provides prior written permission, the Company does not allow you to post the following information on any social media platform.

***Confidential information of the Company***

You must make sure that you do not disclose or use the confidential information of the Company or its clients or customers on any website. The confidential information of the Company is information held or communicated in any manner, used or produced by the Company, whether or not marked as such, in the conduct of its business or relating to its financial affairs.

***Intellectual property of the Company***

You must make sure that you do not post any trademarks, proprietary information or other intellectual property of the Company or its clients or customers on a website.

***Information relating to clients or customers***

You must not refer to work you or anyone else are undertaking at the Company or for clients or customers of the Company.

Conducting business with clients or customers is also prohibited through the posting of information on social networking sites.

***Content that disparages the Company, those who work for it and external parties***

The Company’s goodwill and customer connections are dependent upon its reputation.

You must not post any content that disparages or is likely to have a harmful effect on the reputation or business of the Company.

***Inappropriate information***

You must not use social networking sites at any time (whether during or outside work hours) to discriminate, harass, bully or victimise employees, clients or contractors of the Company.

You must also make sure that you have read and understand any other policies of the Company that may relate to these behaviours.

**5 Consequences of this policy**

A breach of this policy may result in disciplinary action, which may include the termination of your employment.

The Company may request that you delete any information contained on any social media platform that is in breach of this policy.

The Company may restrict your access to certain social networking sites during work time if you are found to be accessing social media unreasonably or excessively.