

Social Media Policy

HR-POL-020-02

1. Purpose

The purpose of this social media policy is to provide clear guidelines for the responsible use of social media, ensuring that all online interactions align with the organisation's values and protect the company's reputation, confidential information and relationships with stakeholders.

2. Scope

This policy applies to all workers, contractors, subcontractors and representatives of the organisation. It covers social media use for both business and personal purposes, whether accessed via company IT facilities and equipment or personal devices during work hours or otherwise.

3. Responsible Use of Social Media

- Business Use:
 - Workers are encouraged to use social media in a manner that positively promotes the organisation.
Example: Sharing a post on LinkedIn about a company's successful community service project with a caption like, "Proud to be part of an organisation that gives back!"
 - All business-related social media activities must be approved by the appropriate department and align with the organisation's strategic objectives.
Example: Before posting about a new product launch on Twitter, workers must get approval from the Marketing Department to ensure the timing and messaging are consistent with the overall campaign.
 - Workers must not represent the company in an official capacity unless specifically authorised to do so.
Example: An worker should not respond to a media inquiry via their personal Twitter account unless they are part of the Communications Team and have been authorised to do so.
- Personal Use:
 - Personal use of social media during work hours is only permitted during designated break times and must not interfere with work responsibilities.
Example: Checking Facebook during lunch is acceptable but scrolling through Instagram while in a meeting is not.
 - Workers are entitled to express personal views but must clearly state that their views are their own and not those of the organisation, especially when discussing topics related to the company.

- Example: "Opinions are my own and do not reflect those of my employer" should be included in your social media bio if you discuss industry-related topics.
- Personal views must be expressed respectfully and must not harm the company's reputation or relationships with stakeholders.
Example: Avoid making derogatory, antisemitic comments about a business partner or client, even on personal accounts.

4. Content Guidelines

- **Do:**

- Use social media responsibly and respectfully.
Example: Congratulating a colleague on their promotion publicly while maintaining professionalism in the tone of the post.
- Be transparent about your identity.
Example: If discussing the company in a forum, clearly identify yourself as a worker.
- Respect copyright and intellectual property rights, giving proper credit where due.
Example: When sharing an article from a third-party website, always include the source and a link to the original content.
- Think before you post, considering the potential impact on the organisation's reputation.
Example: Before posting a controversial opinion, consider how it might be perceived by clients or stakeholders connected to the company.

- **Do Not:**

- Post content that could harm the organisation's brand or reputation.
Example: Avoid sharing unverified information about the company's financial situation that could cause unnecessary concern.
- Engage in online disputes or negative interactions with clients, colleagues, partners, or suppliers.
Example: Refrain from arguing with a dissatisfied customer in a public forum like Twitter.
- Share confidential, proprietary, or sensitive information without authorisation.
Example: Do not post internal company memos or financial reports on social media.
- Post any deceptive, misleading, or false information.
Example: Avoid making claims about the company's products or services that aren't backed by facts.
- Use social media for non-approved business activities during work hours.
Example: Do not use your work computer to run a personal e-commerce business during office hours.

5. Confidentiality and Sensitive Information

- Workers must not disclose any confidential, proprietary, or sensitive information about the company, clients, or partners on social media.
Example: Do not post about a client's pending project or the company's strategic plans before publicly announcing them.
- If there is any uncertainty about the confidentiality of information, workers must consult with their line manager or the HR department before posting.
Example: Before sharing a photo of a new project, confirm with the Media and Marketing Director that it's okay to do so.

6. Compliance with Company Policies

- Social media use must comply with all existing company policies, including those related to confidentiality, professional conduct, and IT usage.
Example: Adhere to the company's IT policy regarding the use of company devices when accessing social media.
- Company computers and other ICT equipment are reserved for company-related business. Personal use of these resources for social media is not permitted during work hours, except during designated breaks.
Example: Using a company laptop to post personal updates on social media during a coffee break is acceptable but doing so while working on a project is not.

7. Monitoring and Enforcement

- The organisation reserves the right to monitor social media use on company IT systems to ensure compliance with this policy.
Example: The IT department may track social media activity on company computers to ensure workers are not violating the policy during work hours.
- Non-compliance with this policy may result in disciplinary action, up to and including termination of employment.
Example: Repeatedly posting confidential information or derogatory comments could lead to termination.

8. Support

- The organisation will provide guidance and support to workers on using social media in alignment with company policies.

9. Review and Amendments

- This policy will be reviewed annually and updated as necessary to ensure its continued relevance and effectiveness.
Example: The HR department will conduct an annual review of this policy to incorporate any changes in social media trends or legal requirements.
- Any amendments to this policy must be approved by the executive team.
Example: If the policy is updated to include new social media platforms, the changes must be approved by the HR Director.

SIGNED:



Martina Oyite
Human Resources Director
Statom Group Limited
REVIEW: Annual
DATE: 01/06/2025
NEXT REVIEW: 01/06/2026

SIGNED:



Paul Whelan
Managing Director
Statom Group Limited
REVIEW: Annual
DATE: 01/06/2025
NEXT REVIEW: 01/06/2026