

SOCIAL MEDIA POLICY

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DOCUMENT CONTROL LOG:

	Name	Role	Signature	Date	Rev
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Reviewed By	Luke Deasy	Managing Director		12/06/2023	1.01
Reviewed By	Luke Deasy	Managing Director		12/06/2024	1.01
Reviewed By	Peter Lane	EHS Officer		12/06/2025	1.01
Reviewed By	Luke Deasy	Managing Director		12/06/2026	1.01

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 (X), Wikipedia, Instagram 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 and for the avoidance of doubt, personal use of social media may result in disciplinary action up to and including dismissal.

PERSONAL USE OF SOCIAL MEDIA:

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy.

Prohibited Use

You must both during and outside of working hours:

- avoid making any social media communications that could damage our business interests or reputation even indirectly.
- 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.
- not express opinions on our behalf via social media, unless expressly authorised to do so by your Manager; or
- not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information, intellectual property or remuneration and benefit information.

Any misuse of social media should be reported to your Manager.

GUIDELINES FOR RESPONSIBLE USE OF MEDIA:

You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in first person and use a personal e-mail address.

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.

If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you have been authorised to speak on our behalf). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Manager.

If you see social media content that disparages or reflects poorly on us, you should contact your Manager.

BREACH OF THIS POLICY:

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.

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

A handwritten signature in black ink, appearing to read 'Luke Deasy', is written over a horizontal line.

Luke Deasy
Managing Director