

Interim
Social Media Use
Policy and Procedure

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Table of Contents

1	Statement of Purpose	3
2	Scope	3
3	General Principles	3
4	Terms of Use	3
5	Policy Enforcement	4
6	Review	4

INTERIM

1 Statement of Purpose

As part of the current Covid-19 advice we have issued this temporary policy to help set out our Social Media policy and approach.

The widespread availability of social media means it is important to understand how to use it effectively and sensibly, both in the workplace and during personal use.

This policy aims to ensure that we are not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected.

This policy also aims to ensure that you are protected while using social media and feel empowered to contribute to collaborative online activity when it supports their role within the company.

2 Scope

The policy applies to all workers and employees (Referred to in this policy as Users) and to all uses and forms of social media.

This policy and procedure do not form part of any employee's terms and conditions of employment and it may be amended at any time.

3 General Principles

Social media is a term used to describe a suite of applications or tools on the internet. Social media is unique because it supports collaboration and the sharing of ideas and opinions across a global scale and the content is usually managed by the users rather than the provider of the applications.

Social media activities can include, but are not limited to:

- maintaining a profile page on social/business networking site such as Facebook, Twitter or LinkedIn, etc
- writing or commenting on a blog, whether it is your own or the blog of another person
- taking part in discussions on web forums or message boards
- leaving product or service reviews on business websites or customer review websites
- taking part in online polls.

All use of Social Media must be in line with the GDPR Act 2106.

4 Terms of Use

Proposals to use any social media applications as part of your role within the company must be approved by ourselves in advance. Use of social media for personal reasons does not need to be approved by the company.

The following terms should always be adhered to, including during periods of leave.

Users must ensure that your content, or links to other content, does not:

- interfere with your work commitments
- contain libellous, defamatory, bullying or harassing content
- contain breaches of copyright and data protection
- contain material of an illegal, sexual or offensive nature
- include confidential information to the company
- bring the company into disrepute or compromise the company's brand and reputation
- use the company to endorse or promote any product, opinion or political cause.

Whilst the use of social media and collaborative working is encouraged, all Users responsibilities covered in other policies and codes of conduct remain in force, in particular the Interim IT Acceptable Use Policy.

If content published by you or others implicates you in the breach of these terms, it may lead to an investigation and appropriate follow up actions.

5 Policy Enforcement

Breaching the terms set out within this interim policy could result in the offending content being removed and the User responsible being suspended from using social media as a representative of the company.

Content that you publish which causes damage to the company or its employees may lead to further actions.

6 Review

We will review and ensure compliance with this policy at regular intervals during this current crisis and will update you accordingly of any changes.

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