



# JPP-HR-P-0017



## Social Media Policy

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Revision History					
This document should be reviewed at least every 12 months to maintain its effectiveness.					
Record the details of any changes made as a result of these reviews in the table below:					
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Contents

1.0 POLICY STATEMENT ..... 1

2.0 WHO IS COVERED BY THE POLICY? ..... 1

3.0 SCOPE AND PURPOSE OF THE POLICY ..... 1

4.0 PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY ..... 2

5.0 COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS ..... 2

6.0 PERSONAL USE OF SOCIAL MEDIA ..... 3

7.0 MONITORING ..... 3

8.0 BUSINESS USE OF SOCIAL MEDIA ..... 4

9.0 RECRUITMENT ..... 4

10.0 RESPONSIBLE USE OF SOCIAL MEDIA ..... 4

    10.1 Protecting the business' reputation: ..... 4

    10.2 Respecting intellectual property and confidential information: ..... 5

    10.3 Respecting colleagues, clients, partners and suppliers: ..... 6

11.0 MONITORING AND REVIEW OF THIS POLICY ..... 6







- (3) Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

## 6.0 PERSONAL USE OF SOCIAL MEDIA

- (1) The Company recognises that staff may work long hours and occasionally may desire to use social media for personal activities at the office or by means of the Company's computers, networks and other IT resources and communications systems. The Company authorises such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with employment responsibilities or productivity. While using social media at work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the organisation's business are also prohibited.

## 7.0 MONITORING

- (1) The contents of the Company's IT resources and communications systems are our property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on the Company's electronic information and communications systems.
- (2) The Company reserves the right to monitor, intercept and review, without further notice, staff activities using the Company's IT resources and communications systems, including but not limited to social media postings and activities, to ensure that rules are being complied with and for legitimate business purposes and staff consent to such monitoring by their use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.
- (3) The Company may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.
- (4) Staff must not use the Company's IT resources and communications systems for any matter that they wish to be kept private or confidential from the organisation.



## 8.0 BUSINESS USE OF SOCIAL MEDIA

- (1) If a member of staff's duties require them to speak on behalf of the organisation in a social media environment, they must still seek approval for such communication from a member of senior management, who may require the member of staff to undergo training before they do so and impose certain requirements and restrictions with regard to their activities.
- (2) Likewise, if a member of staff is contacted for comments about the organisation for publication anywhere, including in any social media outlet, the inquiry should be directed to a member of the Senior Management Team and a response must not be provided without written approval.
- (3) The use of social media for business purposes is subject to the remainder of this policy.

## 9.0 RECRUITMENT

- (1) The Company may use internet searches to perform due diligence on candidates in the course of recruitment. Where the Company does this, it will act in accordance with the data protection and equal opportunities obligations.

## 10.0 RESPONSIBLE USE OF SOCIAL MEDIA

- (2) The following sections of the policy provide staff with common-sense guidelines and recommendations for using social media responsibly and safely.

### 10.1 Protecting the business' reputation:

- (1) The Company's employee handbook prohibits staff from posting disparaging or defamatory statements about:
  - (a) The organisation
  - (b) Its clients
  - (c) Suppliers and vendors
  - (d) Other affiliates and stakeholders
- (2) Staff should also avoid social media communications that might be misconstrued in a way that could damage the business' reputation, even indirectly.
- (3) Staff should make it clear in social media postings that they are speaking on their own behalf. They should write in the first person and use a personal e-mail address when communicating via social media.
- (4) Staff are personally responsible for what they communicate in social media. Staff should remember that what they publish might be available to be read by the masses (including the organisation itself, future employers and social acquaintances) for a long time. This should be kept in mind before posting content.



- (5) If staff disclose their affiliation as an employee of the organisation, they must also state that their views do not represent those of the employer. For example, they could state, "the views in this posting do not represent the views of my employer". Staff should also ensure that your profile and any content they post are consistent with the professional image presented to clients and colleagues.
- (6) Staff should avoid posting comments about sensitive business-related topics, such as the Company's performance. Even if it is made it clear that the member of staff's views on such topics do not represent those of the organisation, comments could still damage the Company's reputation.
- (7) If staff are uncertain or concerned about the appropriateness of any statement or posting, they should refrain from making the communication until they discuss it with a member of the Senior Management Team.
- (8) If a member of staff sees content in social media that disparages or reflects poorly on James Penman Plant Hire Ltd or its stakeholders, they should contact a member of the Senior Management Team. All staff are responsible for protecting the business' reputation.

#### 10.2 Respecting intellectual property and confidential information:

- (1) Our employee handbook restricts staff use and disclosure of confidential information and intellectual property. Staff should treat the Company's valuable trade secrets and other confidential information and intellectual property accordingly and not do anything to jeopardise them through the use of social media.
- (2) In addition, staff should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for the organisation, as well as the individual author.
- (3) Staff must not use the Company's logos, brand names, slogans or other trademarks, or post any confidential or proprietary information without prior written permission.
- (4) To protect staff and the organisation against liability for copyright infringement, where appropriate, staff should reference sources of particular information they post or upload and cite them accurately. If staff have any questions about whether a particular post or upload might violate anyone's copyright or trademark, they should ask a member of the Senior Management Team before making the communication.
- (5) The contact details of business contacts made during the course of employment are regarded as the Company's confidential information, and as such staff will be required to delete all such details from their personal social networking accounts, such as Facebook accounts or LinkedIn accounts, on termination of employment.



### 10.3 Respecting colleagues, clients, partners and suppliers:

- (1) Staff should not post anything that their colleagues or the Company's customers, clients, business partners, suppliers, vendors or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.
- (2) Staff must not post anything related to their colleagues or the Company's customers, clients, business partners, suppliers, vendors or other stakeholders without their written permission.

### 11.0 MONITORING AND REVIEW OF THIS POLICY

- (1) Management in conjunction with the Senior Management Team shall be responsible for reviewing this policy yearly to ensure that it meets legal requirements and reflects best practice.
- (2) Management has responsibility for ensuring that any person who may be involved with administration or investigations carried out under this policy receives regular and appropriate training to assist them with these duties.
- (3) Staff are invited to comment on this policy and suggest ways in which it might be improved by contacting Management.