



Social Media Policy

1.0 Introduction

Social media is a term used to describe a suite of applications or tools on the internet and is sometimes referred to as Web 2.0. 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
- 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.

Businesses are finding ways to use social media to help them achieve their objectives through engaging their employees in new and innovative ways, building new relationships with clients, customers and suppliers and managing their brand and reputation online.

2.0 Policy aims

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 Goldcrest Cleaning Ltd is 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 employees of Goldcrest Cleaning Ltd are protected whilst using social media and feel empowered to contribute to collaborative online activity when it supports their role within the company.

The policy applies to all workers and employees of Goldcrest Cleaning Limited, from senior managers to temporary workers, and to all uses of social media.

3.0 Guiding Principles

Goldcrest Cleaning Limited believes that when taking part in social media you should be honest, straightforward and respectful. The lines between public and private can become blurred so assume that everything you write is permanent and can be viewed by anyone at any time. Also, assume that everything can be traced back to you personally as well as to your colleagues, the company, its customers, partners and suppliers.

4.0 Terms of use

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

The following terms should be adhered to at all times, including during periods of leave.



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You 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 employee responsibilities covered in other policies and codes of conduct remain in force, in particular the Inappropriate Behaviour Policy and the Equal Opportunities Policy.

If content published by you or others implicates you in the breach of these terms, it may lead to an investigation and disciplinary action in accordance with the company's disciplinary policies details of which can be found in the Employee Handbook

5.0 Business Contacts

All professional contact details gained during the course of your employment are the property of the company and are regarded as confidential information. This includes information contained in databases such as address lists contained in Outlook, or business contact lists created and held on any electronic social media format, including, but not limited to, Facebook and LinkedIn.

You are not permitted to add business contacts made during the course of your employment to personal social networking accounts.

A copy of all business contact information gained during the course of your employment must be provided to the company on termination of employment and any such information must be deleted from your personal social networking accounts. Copies of any such information must be surrendered to the company or destroyed.

6.0 Policy enforcement

Breaching the terms set out within this policy could result in the offending content being removed and the employee 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 disciplinary action. This could lead to a finding of misconduct or gross misconduct in accordance with the Company's disciplinary policies.



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7.0 Authorisation

The authority for this policy is vested in the Managing Director.

A handwritten signature in blue ink, appearing to read "Alan Jones", is written over a horizontal line. The signature is fluid and cursive.

Alan Jones
Managing Director

Document Control

A hard copy of this policy is kept at Head Office.