



## **Social Media Policy Statement**

As the growth of digital and social media continues, the Company recognises the benefits which can come from engaging across these communication platforms. However, online communications can have both a positive and negative impact and while the use of social media sites such as Facebook, Twitter, LinkedIn, Instagram etc are commonplace, the lines between work and personal life can become blurred.

Some employees have particular responsibility for communicating on behalf of the Company e.g. on the Facebook page, Twitter. It is however recognised that other team members can further contribute to the Company's goals by using social media networks. Equally, it is also recognised that it is possible to damage the reputation of both the Company and other colleagues if social media is used in a way which is not appropriate.

The Company believes that when contributing anything to a social site, employees should be honest, straightforward and respectful. It is important to remember that as soon as something is posted, you lose control of the content as it can be shared by others and you have no control over what others do. In other words, if you share some details with 'friends' or 'followers', those people can share that with whosoever they like – a scary thought but true! It is best to work on the basis that anything you write is permanent and can be viewed by anyone at any time.

Also, work from the premise that everything can be traced back to you and consider if what you are intending to post might cause any issues. If it does, then don't post it or you may end up in a situation where you are the subject of disciplinary action.

In summary, the guidance has to be checked in the Social Media Policy and if in doubt, check with Management. Always think through possible consequences before posting, texting or discussing anything on social media

Signed:

A handwritten signature in black ink, appearing to read 'Steven Deans', written over a horizontal line.

Steven Deans  
Managing Director

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