

Social Media

Social media is a valuable tool for communication, connection, and collaboration. We recognise its role in both personal and professional life. However, when used inappropriately, social media can create risks to our reputation, confidentiality, and compliance with legal or regulatory obligations. This policy applies to all individuals (employees, contractors or other third parties) working with, us or on behalf and encompasses all social media accessed on personal or Company-owned devices, during or outside of working hours, including (but not limited to):

- Facebook
- X (formerly Twitter)
- LinkedIn
- TikTok
- Instagram
- Snapchat
- YouTube
- ChatGPT and other AI tools
- Wikipedia
- Blogs, forums, and other user generated content platforms

Guidelines for Social Media Use

Acceptable Practices

- Communicate respectfully and professionally at all times.
- Make it clear when views expressed are personal (not on behalf of the Company).
- Protect confidential or proprietary information.
- Seek permission before referencing colleagues, clients, or partners.
- Direct any media or crisis-related inquiries to management.
- Ensure that any ChatGPT activity references generic information only.

Unacceptable Practices

- Posting content that is discriminatory, offensive, harassing, or otherwise inappropriate.
- Sharing internal information, trade secrets, or confidential material.
- Making reference to the Company in any ChatGPT activity
- Speaking on behalf of the Company without authorisation.
- Using the Company's name or branding (logos, trademarks, images) without approval.
- Engaging in public disputes or controversial topics in a way that may impact the Company's reputation.

Personal Use of Social Media

We understand that you may use social media personally. However, in doing so we expect you to not:



- Make public statements about the Company’s performance, internal matters, or clients
- Post anything that may reflect negatively on the Company, even indirectly.
- Disclose your relationship with the Company unless it is relevant to do so (in this you must add a disclaimer (e.g., “Views expressed are my own”).

Reporting Concerns

If you come across any content online that you believe could harm the Company or violate this policy, please report it to your manager or the Head of IT. If you’re unsure about the appropriateness of a post or comment—whether personal or professional, you must seek guidance from your line manager before publishing.

Breaches of Policy

Failure to follow this policy may result in disciplinary action. This applies whether the breach occurs during working hours or outside of work, and whether using ours or your own personal devices. We may require you to remove posts that breach this policy. Failure to comply with this, may result in further disciplinary measures.

Policy Governance

Managers are responsible for ensuring that their teams understand and comply with this policy. The Head of IT Manager is available for questions, clarifications, and approvals related to social media use.