

Social Media Policy

Definition

For the purposes of this policy, social media is defined as online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Facebook, Instant Messenger, Twitter and LinkedIn. Social media also covers blogs, video and image sharing websites such as You Tube and Ticktock.

Employees need to be aware that there are many more examples of social media than can be listed here and this is a constantly changing and developing area of internet use.

Use of Social Media at Work **Employees who do not use social media as part of their role**

Employees who do not use social media as part of their work may be allowed to make reasonable and appropriate use of social media websites from company computers or devices during official breaks, or outside of their working hours only. Employees need to gain authorisation from their line manager before accessing any social media on company computers or devices.

Talent Hire Group understand that employees may wish to use their own computers or devices such as smart phones to access social media websites while at work. Employees must limit their use of social media on their own equipment to official breaks only.

Employees who do use social media as part of their role

In certain roles social media can be important in how we interact with industry through customers and prospects. TALENT HIRE GROUP encourages employees tasked with interacting through social media to make reasonable and appropriate use in social media and other online communities, but requires that all employees adhere to the following rules to ensure that their activities serve to add value to the TALENT HIRE GROUP business and follow the standards of conduct that we would expect in the offline world. Employees who use social media as part of their role should use the same safeguards as they would with any other form of communication about TALENT HIRE GROUP in the public domain;

1. Employees must be aware at all times that, while contributing to company's social media activities they are representing the company. All communication should have a purpose and benefit to TALENT HIRE GROUP.
2. The employee is personally responsible for the content they publish online which will be in the public domain for a long time, therefore it is important that the employee protect their privacy and that of the company by ensuring that they understand a site's terms of service before making a contribution.
3. Employees should be aware of their association with TALENT HIRE GROUP when using online social networks and if they identify themselves as working for TALENT HIRE GROUP, their profile and content must be consistent with how they would present themselves to colleagues and customers.

4. If an employee publishes content online relevant to TALENT HIRE GROUP, it is best to use a disclaimer in their profile such as: “the postings on this site are my own and don’t necessarily represent TALENT HIRE GROUP’ positions, strategies or opinions”.
5. TALENT HIRE GROUP logos or trademarks should only be used with the permission from the TALENT HIRE GROUP Group Marketing Department.
6. TALENT HIRE GROUP should not be used in an employee’s screen name or other social media ID.
7. If an employee wished to do more than post and comment on social channels. eg create a group or page, upload a video or commence a public campaign permission must be obtained from the TALENT HIRE GROUP Group Marketing Department.
8. Any communications that employees make in a professional capacity through social media must not:
 - bring the organisation into disrepute, for example by:
 - a. criticising or arguing with customers, colleagues or rivals;
 - b. making defamatory comments about individuals, organisations or groups; or
 - c. posting images that are inappropriate or links to inappropriate content.
 - breach confidentiality, for example by:
 - a. revealing trade secrets or information owned by the company;
 - b. giving away confidential information about an individual (such as a colleague or customer contact) or organisation (such as a rival business); or
 - c. discussing the organisation's internal workings (such as deals that it is doing with a customer or suppliers or its future business plans that have not been communicated to the public).
 - breach copyright, for example by:
 - a. using someone else's images or written content without permission; or
 - b. failing to give acknowledgement where permission has been given to reproduce something.
 - do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - a. making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - b. using social media to bully another individual (such as an employee of the organisation); or
 - c. posting images or links to such content that are discriminatory or offensive.

Use of Social Media in Employee’s Personal Lives

The company recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of TALENT HIRE GROUP, employees must be aware that they can damage the organisation if they are recognised as being one of our employees. Employees are allowed to say that they work for TALENT HIRE GROUP, as we recognise that it is natural for staff sometimes to want to discuss their work on social media. However, the employee's online profile (for example, the name of a blog or a Twitter name) must not contain the organisation's name. If employees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the organisation operates), they must include on their profile a statement

along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communications that employees make in a personal capacity through social media must not:

- bring the organisation into disrepute, for example by:
 - a. criticising or arguing with customers, colleagues or rivals;
 - b. making defamatory comments about individuals, organisations or groups; or
 - c. posting images that are inappropriate or links to inappropriate content.
- breach confidentiality, for example by:
 - a. revealing trade secrets or information owned by the company;
 - b. giving away confidential information about an individual (such as a colleague or customer contact) or organisation (such as a rival business); or
 - c. discussing the organisation's internal workings (such as deals that it is doing with a customer or suppliers or its future business plans that have not been communicated to the public).
- breach copyright, for example by:
 - a. using someone else's images or written content without permission; or
 - b. failing to give acknowledgement where permission has been given to reproduce something.
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - a. making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - b. using social media to bully another individual (such as an employee of the organisation); or
 - c. posting images or links to such content that are discriminatory or offensive.

Excessive use of social media at work

Employees should not spend an excessive amount of time while at work using social media websites, even if they claim to be doing so as part of their work. This is likely to have a detrimental effect on productivity and all employees should ensure that use of social media does not interfere with their other duties.

Monitoring use of social media during work time

The company reserves the right to monitor employees' internet usage, but will endeavour to inform an affected employee when this is to happen and the reasons for it. TALENT HIRE GROUP considers that valid reasons for checking an employee's internet usage include suspicions that the employee has:

- been using social media websites when they should be working; or
- been spending an excessive amount of time using social media websites for non-work-related activity; or
- acted in a way that is in breach of the rules set out in this policy.

Disciplinary action over social media use

All employees are required to adhere to this policy and access to particular social media websites may be withdrawn in any case of misuse.

Employees should note that any breaches of this policy may lead to disciplinary action and serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct.

Employee Agreement

I have read, understood and agree to comply with the foregoing rules, policies and conditions governing the use of social media. I am aware that violations of these guidelines on appropriate use of social media may subject me to disciplinary action, including termination from my employment, legal action, and criminal liability.

I further understand that my use of social media may reflect on the image of TALENT HIRE GROUP to our customers, competitors and suppliers, and that I have a responsibility to maintain a positive representation of the company. Furthermore, I understand that this policy can be amended at any time.

Employee Name:

Signed:

Dated: