Form Title: Social Media Policy
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SOCIAL MEDIA POLICY

This policy is intended to help staff, contractors, sub-contractors or agents of the company make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn and any other social media outlet.

This policy outlines the standards we require staff to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy. This policy does not form part of any contract of employment and it may be amended at any time.

This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as staff in this policy).

All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our company and our services, employees, partners, customers, and competitors. Breach of this policy may be dealt with under our Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

The managing Director has overall responsibility for the effective operation of this policy and is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.

All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it.

Only the Company Directors are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.

Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- Always write in the first person, identify who you are and what your role is, and use the following disclaimer “The views expressed are my own and don’t reflect the views of my employer”
- Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content
- Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform the Managing Director
- Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Managing Director
- Do not upload, post or forward any content belonging to a third party unless you have that third party's consent
- It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy

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- Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website
- When making use of any social media platform, you must read and comply with its terms of use
- Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip
- Be honest and open but be mindful of the impact your contribution might make to people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it
- You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years
- Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner
- If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with your line manager first
- Don't discuss colleagues, competitors, customers or suppliers without their prior approval
- Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details
- Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow
- Activity on social media websites during office hours should complement and/or support your role and should be used in moderation
- If you notice any content posted on social media about us (whether complementary or critical) please report it to the Managing Director

Monitoring use of social media websites

Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under our Disciplinary Procedure.
We reserve the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.
Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our clients

In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

- Pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature)
- A false and defamatory statement about any person or organisation; material which is offensive, obscene, criminal
- Discriminatory, derogatory or may cause embarrassment to us, our clients or our staff
- Confidential information about us or any of our staff or clients (which you do not have express authority to disseminate)
- Any other statement which is likely to create any liability (whether criminal or civil, and whether for you or us)

- Material in breach of copyright or other intellectual property rights, or which invades the privacy of any person

Where evidence of misuse is found we may undertake a more detailed investigation in accordance with our Disciplinary Procedure, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary, such information may be handed to the police in connection with a criminal investigation.

Social networking and Driving

Under no circumstances should you post material, including photographs whilst in control of a motor vehicle, whether stationary or moving. This is a breach of this policy, also Network Rail Lifesaving Rules and is against the law. Disciplinary action will be taken against any person breaching this rule.

Sentinel Cardholder Rules

Any breach of this policy will result in an internal investigation. Investigations will be carried out by the Directors of the company, the findings of which may result in the individual's de-sponsorship from the Sentinel Scheme.

Signed:

Dean Jump
Role: Managing Director

Date: October 2026

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