

### Aims and objectives

This policy is in place to promote responsible usage of social media whilst minimising the risks to our business through inappropriate use of social media; and to inform staff of their obligations with regard to the use of social media.

The purpose of this policy is to inform staff of their obligations with regard to their own use of social media. If any member of staff, when dealing with customers or contractors is subject to harassment or derogatory comments via social media, they should bring this to the attention of their line manager or a more senior manager.

We aim:

- Establish clear rules on personal usage of social media at work
- Outline our policy on using social media for promoting our business
- Remind you that monitoring is taking place
- Warn you that what you say on social media sites, even outside of your working time, is not private and that we will not tolerate comments which bring the company, its employees, or its customers into disrepute or which infringe our anti-bullying and harassment policy
- Outline the company's policy on using social media for recruitment practices
- Outline the company's policy on business contacts stored on professional networking sites
- Explain the possible consequences of policy breaches

### Scope

This policy applies to all employees, agency staff, contractors, apprentices and other workers of Wm Lee Ltd.

### What do we mean by social media?

This policy deals with the use of all forms of social media, such as:

- Social networking sites such as Facebook, Snapchat, Instagram, X(Twitter)
- Professional networking sites such as LinkedIn
- Online chatrooms and forums
- Internet postings and blogs
- Online databases such as Glassdoor
- Other social media such as You Tube and TikTok

### Using social media to promote our business.

If your job involves using social media for business purposes, e.g., sales and marketing, you must stay within the following parameters:

- You should always seek approval from your manager for each communication
- You should always identify yourself by name and role
- You should not divulge confidential information, contravene our equality or harassment and bullying policies, or make comments which may harm the reputation of the company, its employees, or its customers
- You should not use the company logo and marketing material unless specifically authorised to do so
- You should immediately correct any mistakes as soon as you become aware of them
- You should not say anything about a third party which might be defamatory

### **Use of company equipment for personal social media activities**

You may not use our company equipment, including PCs, laptops and smartphones, to access social media sites.

### **Use of your own equipment to access social media sites whilst you are at work.**

You can make use of your own equipment (e.g., smart phones) to access social media whilst you are at work, if this is done outside of working hours and during breaks and does not interfere with your productivity.

### **Monitoring**

We log and audit the use of company computers, laptops and phones, including email, internet and other computer use. Auditing software has been installed to monitor which internet sites you visit. We will only look at the content of what you have posted or uploaded where we have good reason to do so. We do this in order to investigate and detect unauthorised use of our equipment in breach of our policies, including social media use.

We reserve the right, where we have good reason, to monitor social media websites looking for specific references to Wm Lee to ensure that the integrity of Wm Lee is protected.

### **Posting responsible content on social media sites**

When using social media sites such as Facebook, Instagram, X (Twitter), YouTube, TikTok, blogs, etc. you are operating in a public space and your conduct may have serious consequences for the company, its employees, its customers/suppliers and other affiliates.

You should comply with the following basic rules whenever you are using social media sites, whether using our equipment or your own equipment and whether you are doing so during or outside of working time.

#### **Do:**

- Remember that conversations between 'friends' on Facebook are not truly private and can still have the potential to cause damage. Remember also that your comments can be copied or forwarded on to others, without your permission. Do not rely on privacy settings.
- Say 'I' rather than 'we' in any context where you might be construed as talking about our organisation, even if you have not named us. State that the views you are expressing are your personal ones in any situation where it could otherwise be inferred that your views are those of the company.
- Use our whistleblowing procedure to raise any issues of malpractice – this is the appropriate channel for raising issues in the first instance, not social media sites.
- Be respectful, courteous and balanced in posting any reviews about the company on Glassdoor or similar online databases, remembering that the company would do the same in giving a reference for you.
- Report to HR or IT if you see anything on a social media site that reflects poorly on us or indicates that a colleague may have breached this policy.

**Do not:**

- Make comments which could (even indirectly) damage the reputation of the company, its products/services, or its employees.
- Make comments which are false or misleading or which could damage the company's relationships with its customers/suppliers and other affiliates.
- Make comments about colleagues, customers or suppliers which are disrespectful, insulting, offensive or discriminatory, or otherwise in breach of our anti-bullying and harassment policy.
- Impersonate colleagues or third parties or make false or misleading statements.
- Express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.
- Comment on sensitive business-related topics such as potential site closures or acquisitions, or the company's financial performance.
- Post comments, pictures or videos which are inconsistent with the requirements of your role or the image or characteristics it requires you to project/possess.
- Post pictures of yourself wearing company uniform unless this projects a positive image of the company.
- Use a company e-mail address to register on social media sites.
- Divulge confidential information about our business or our customers or suppliers (including with respect to personal information of employees, customers, suppliers and others), or do anything to jeopardise our trade secrets, confidential information and intellectual property (such as trademarks, copyrights and patents). You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

**LinkedIn**

If you have a LinkedIn profile, then you must ensure that, whenever your profile relates to your employment by us:

- It is accurate.
- It does not divulge confidential or sensitive material, or material which might lower the reputation of the company.
- You refer to the company and your employment in a way which is respectful.

**Business contacts**

Details of business contacts made during your employment belong to us, even where they are created through professional networking sites such as LinkedIn. We will require you to forward details of them to us and then delete your records upon the termination of your employment.

**Breaches of this policy**

If you are uncertain or concerned about whether you could be breaching an element of this policy, for example by making a particular statement or posting particular content online, speak with your manager for guidance before you proceed.

If you become aware of any breach of this policy, whether by you or another person, you should report your concerns to HR and, where relevant, IT, immediately. If you consider that there could be a breach of data protection law, please also see our Data Protection Policy and report the issue immediately to the HR Manager.

Any breach of this policy will be taken seriously and may lead to disciplinary action. Serious breaches will be regarded as gross misconduct and may lead to immediate dismissal under our disciplinary procedure. Serious breaches would include (but are not limited to) posting material which could damage the company's reputation, making discriminatory comments about colleagues, disclosing confidential information, or acting in breach of our Data Protection Policy. Other breaches may also be considered to be serious breaches, depending on the circumstances, including your role within the company.

You must remove any material posted in breach of this policy upon our request. Failure to comply with such a request may in itself result in disciplinary action.

You must co-operate to the fullest extent possible in any investigation into suspected breaches of this policy. This may include handing over any relevant passwords in situations where we need these passwords in order to investigate a suspected breach.

If the effect or meaning of any part of this policy is unclear, you should seek clarification from HR.

### Status of this policy and new instructions

This policy does not give contractual rights to any individuals. The company reserves the right to alter any of its terms at any time (although we will notify you in writing of any changes).

This policy may be supplemented by additional instructions from the IT department about how you use our telecommunication systems. It is very important that you comply with any such instructions.

Signed on behalf of Wm. Lee Ltd



DATE: 13 Dec 2024

Signed on behalf of Unite the Union



DATE: 20-1-25