

Social Media Policy

Policy

The organisation recognises and accepts that its employees may keep personal blogs on the internet and that internet social networking sites, such as Facebook and Twitter, are a useful way of interacting socially with colleagues and friends. While the organisation does not wish to discourage employees from accessing such sites on the internet (while at work), nonetheless it expects certain standards of conduct to be observed to protect both its legitimate business interests and its employees from the dangers of inappropriate use. This policy applies both inside and, in certain circumstances, outside the workplace.


This policy forms part of every employee's contract of employment.

Procedure

In the workplace

1. Employees must not access social networking sites during working hours for personal use. Access using the organisation's IT systems is restricted to lunch breaks and before and after the working day, unless specific permission is granted by the line manager.
2. Employees may access social networking sites during working hours if for the purpose of marketing and/or promotion of Gympanzees.
3. Employees must make it clear when posting information or comments on the corporate social networking site that no personal views are allowed without permission of the line manager.
4. Employees must not post information on a social networking or social media site which is confidential to the organisation, its suppliers or its customers.
5. Employees must refrain from making reference on a social networking/social media site to the organisation, its employees, its customers and its suppliers unless in a positive and productive way.
6. Employees must not post entries on the corporate social networking site/a social networking site which are derogatory, defamatory, discriminatory or offensive in any way, or which could bring the organisation into disrepute.
7. Employees should be aware that blogs may create documents which the courts can order to be disclosed for use in litigation. Consequently, employees will be assumed to have written any contentious items unless they can prove definitively that they have not done so.
8. The organisation will monitor its IT systems as is deemed necessary in order to prevent inappropriate usage.
9. Hard copies of blog entries may be used in any disciplinary proceedings.

Outside the workplace

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1. Employees must not make reference to the organisation, its customers or its employees on social networking/social media sites unless part of the marketing strategy.
 2. Employees must not make offensive, defamatory, discriminatory or inappropriate comments about the organisation, its employees, customers, suppliers on social networking sites
 3. Employees must not divulge confidential information about, or belonging to, the organisation, its customers or suppliers on social networking sites.

The above principles apply equally to information or comments posted by employees from their home (or other personal) computers and irrespective of whether the posts are done during working hours or in the employee's own personal time.

Disciplinary action

1. Employees whose conduct breaches this policy in any way will be subject to disciplinary action in accordance with the organisation's disciplinary procedure up to, and including, summary dismissal. Any blog entries made inside or outside the workplace that are defamatory, derogatory, or discriminatory about the organisation, its customers, suppliers or employees will be investigated as gross misconduct. If substantiated, such conduct may lead to summary dismissal after the due process of the organisation's disciplinary procedure has been followed.

Reviewed by.....Liz Scholey.....

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