

## SOCIAL MEDIA POLICY 2024

### 1. Purpose of policy

This policy is intended to help employees of Central Industrial Services Ltd (the company) make appropriate decisions about the use of social media such as 'X' (formerly Twitter), Facebook, Google+, TikToc and Linked In. Other social media includes but is not exclusive to blogs, video, picture blogging and audio. This policy outlines the standards the company requires staff to observe when using social media, the circumstances in which the company will monitor your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

### 2. Who is covered by the policy

This policy covers all individuals working at all levels and grades, including senior managers, directors, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff.

### 3. Responsibility for implementation of the policy

The IT Manager has overall responsibility for the effective operation of this policy.

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. Any breach of this policy should be reported to your immediate supervisor.

Questions regarding the content or application of this policy should be directed to the IT Manager.

### 4. Using work-related social media

Only the IT Manager or Company Directors are permitted to post material on a social media website in the company's name and behalf. Any breaches of this restriction will be regarded as Gross misconduct and subject to the company's disciplinary procedure.

### 5. Personal use of social media

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and the company reserves the right to withdraw permission at any time.

The following conditions must be met for personal use to continue:

- use must be minimal and take place substantially outside of normal working hours, for example, breaks, lunchtime
- use must not interfere with business or office commitments
- use must comply with our policies including the Equal Opportunities Policy, Anti-Harassment Policy, Data Protection Policy and Disciplinary Procedure.

You are also personally responsible for what you communicate on social media sites **outside the workplace**, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about the company.

For further details, see Point 6, 'General rules for social media use' below.

### 6. General rules for social media use

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of work:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.



- A member of staff who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website should inform their immediate supervisor.
- Never disclose commercially sensitive, anti-competitive, private or confidential information.
- Do not post material in breach of copyright or other intellectual property rights.
- Do not post photographs of any company activities on customer sites.
- You are personally responsible for content you publish – be aware that it will be public for many years.
- When using social media for personal use, use a disclaimer, for example:  
'The views expressed are my own and don't reflect the views of my employer'.  
Be aware though that even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.
- You should avoid social media communications that might be misconstrued in a way that could damage our business reputation, even indirectly.
- Do not post anything that colleagues or our customers, clients, business partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory.
- If you have disclosed your affiliation as an employee of our organisation you must ensure that your profile and any content you post are consistent with the professional image you present to client and colleagues.

## 7. Monitoring use of social media

Staff should be aware that any use of social media websites (whether or not accessed for work purposes) will be monitored and, where breaches of this policy are found, action may be taken under the company's Disciplinary Procedure.

The company reserves the right to restrict or prevent access to certain social media websites if personal use is considered 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 the company.

If you notice any use of social media by other members of staff in breach of this policy please report it to the IT Manager. Where it is believed that an employee has failed to comply with this policy, they will be subject to the company's disciplinary procedure. If the employee is found to have breached the policy, they will face a disciplinary penalty ranging from a verbal warning to dismissal. The penalty applied will depend on factors such as the seriousness of the breach; the nature of the posting; the impact it has had on the organisation or the individual concerned; whether the comments cause problems given the employee's role; whether the employer can be identified by the postings; other mitigating factors such as the employee's disciplinary record etc. Remember the same test of reasonableness applies when dismissing for improper use of social media as it would for any other Gross misconduct dismissal.

## 8. Policy review and update

The IT Manager has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required. All company employees, contractors or temporary staff are required to comply with this Policy.

Signed



JG McGillivray – Technical Director

Date 05/01/2024