

Social Media Policy

Policy Scope

These guidelines apply to all staff, contractors, apprentices and volunteers at Morestaff who use social media whilst working – no matter whether for business or personal reasons.

Employees of Morestaff may be able to access social media services and social networking websites at work, either through company IT systems or via their own personal equipment.

This social media policy sets out how staff must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the company on their personal accounts.

This applies no matter whether that social media use takes place whilst on company premises, whilst travelling for business or whilst working from home.

Social media sites and services include but are not limited to:

Twitter, facebook, Reevoo, Trustpilot, Delicious, Reddit, Flickr, Instragram, Quora, Yahoo Answers, LinkedIn, Sunzu, Tumblr, Google+, Wikipedia, Pinterest, Youtube, Vimeo, Foursquare, Wordpress or commend on online media stories

Note: *This policy does not apply to employees' personal use of social media platforms outside of work-hours where the employee makes no reference to company related topics.*

Responsibilities

Everyone who operates a company social media account or who uses their personal social media accounts at work has some responsibility for implementing this policy. However ultimate responsibility for ensuring that Morestaff uses social media safely, appropriately and in line with the company's objectives is **Jo Bird**.

Social Media Specific Policy for Employees or Contractors

Take time to understand and follow these simple but important guidelines. Our overall goal is simple: to enable employees and contractors to participate online in a respectful, relevant way that protects our reputation and follows the letter and spirit of the law.

1. Internet/Intranet Usage

a. Acceptable Use - Internet access is to be used primarily for business purposes. Any personal social media use must not interfere with normal business activities, must not involve solicitations, must not be associated with any for-profit outside business activity, and must not potentially embarrass the company, damage the company's reputation or tarnish its image.

b. Blocked Content - The Company at its sole discretion, reserves the right to block access to any Internet site.

2. Never represent yourself or the company in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

3. Post meaningful, respectful comments - in other words, please no Spam and no remarks that are off-topic or offensive.

4. Stick to your area of expertise and feel free to provide unique, individual perspectives on non-confidential activities at the company.

Be smart about protecting yourself, your privacy, and the company's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully, Google has a long memory.

The Company's Employees or Contractors Must NOT:

1. Comment on any topic related to legal matters, litigation or any parties the company may be in litigation with.

2. Participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or the company's IP address. Refer all Social Media activity around crisis topics to the communications department.

3. Create company specific Social Media profiles on their own. Doing so dilutes the follower-base and creates situations where the profiles are individually-owned instead of corporate-owned. The company's Social Media platforms/profiles are created by the Social Media Specialist only acting on behalf of the Marketing and Executive Team.

4. Using a hand-held phone, smartphone, tablets, laptops, PDAs or any device that can access, make or receive social media messages whilst driving is a criminal offence.

5. Whilst driving employees must not make or receive calls, send or received text / picture messages, access the internet or social media. And this cannot be done whilst stopped at traffic lights or queuing traffic.

6. Drivers should plan journeys so they include rest stops when messages can be checked and calls returned. Leave sufficient time for travel, don't expect too much of your drivers.

Consequences of Violating the Company's Social Media Policy

Please know that employee and contractor's engagement in Social Media while at work will be monitored. There should be no expectation of privacy while using Social Media during working hours.

In the event of the company's Social Media policy violation:

1. The company will report unlawful activity to the authorities.

2. Inappropriate activity that is in conflict with this document's guidelines may result in termination for just cause.