

## Social Media Policy

### 1. Introduction

- 1.1 This Social Media Policy applies to all employees, contractors and agents of Ash Contracting Li ("the Company") who use the computers, mobile devices, networks and other communications equipment and systems provided by the Company ("Users").
- 1.2 This Social Media Policy exists to address the use by Users of all types of social network and Social Media platforms including, but not limited to, Facebook, Twitter, LinkedIn, YouTube, Instagram, (collectively, "Social Media").
- 1.3 The purpose of this Social Media Policy is to minimise the various risks to the Company presented by Social Media usage.
- 1.4 No part of this Social Media Policy shall be deemed to form a part of any employee's contract of employment. It may be amended by the Company at any time and for any reason.

### 2. General Principles

There are certain general principles that all Users should keep in mind when using Social Media (whether for personal use or) for authorised work-related purposes. The Company expects all Users to:

- 2.1 It is our policy that staff can make limited use of Social Media during their hours of work as set out in this policy. In addition, the use by staff members of Social Media at any time, and whether or not using our equipment, must comply with the rules set out in this policy.
- 2.2 Be mindful of what constitutes confidential, restricted or other proprietary information and ensure that such information is never disseminated over Social Media without the express consent of the Business Development Manager.
- 2.3 Ensure that their use of Social Media does not breach any other of the Company's policies.
- 2.4 Ensure that their use of Social Media does not breach any other laws, regulatory requirements, or other applicable rules set out by regulatory bodies and other organisations.
- 2.5 Ensure that they do not breach any copyright or other intellectual property rights when using Social Media;
- 2.6 Be mindful of the fact that any communication may be relied upon in court, to the advantage or detriment of the individual or the Company and conduct their use of Social Media accordingly.

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### 3. Who and what does this policy apply to

#### 3.1 This Policy and the rules contained apply to:

- 3.1.1 All our staff, irrespective of seniority, tenure and working hours, including all employees, directors and officers, consultants and contractors, casual or agency staff, trainees, homeworkers and fixed-term staff and any volunteers.
- 3.1.2 Use by Staff of websites specifically aimed at social interaction such as Facebook, LinkedIn, Wikipedia and Twitter as well as blogging, participation in wikis and the use of interactive features or the ability to post or publish comments or information (including video, audio, photographs and text) with other people on other websites.
- 3.1.2 Use of Social Media for business and or personal purposes, whether or not during working hours and irrespective of whether our equipment or resources are used.

### 4. Business Social Media Use

- 4.1 Certain Users may from time to time be required to use Social Media on behalf of the Company. A User should only use Social Media on behalf of the Company with the authorisation of the Business Development Manager and in accordance with instructions issued by the Directors. Social Media access should be requested from Business Development Manager, which will then be approved by one of the Directors.
- 4.2 Use of Social Media for business purposes must comply with the provisions of this Social Media Policy at all times.
- 4.3 Users using Social Media on behalf of the Company may from time to time be required to interact with other internet users via Social Media, for example, in response to posts or enquiries regarding the Company. Unless the instructions issued to that User (see paragraph 4.1) specifically authorise the User to respond without further approval, the User may not respond to any such communications without the prior approval of the Business Development Manager. In any event, no User using Social Media on behalf of the Company should respond to such communications, with or without prior approval, without first consulting the relevant individual and/or department unless they are fully knowledgeable of the relevant topic and suitably qualified to respond.
  - 4.3.1 All media enquiries (including requests for comments for publication on Social Media) should be directed to the Business Development Manager. If you are contacted by a media representative or asked for comment for publication about us or otherwise in connection with your employment, you should not respond unless you have been given written approval by the Business Development Manager.
  - 4.3.2 Only staff specifically authorised by the Business Development Manager (or one of the Directors) may use Social Media on our behalf as an organisation or otherwise post comments on any of our Social Media accounts or profiles.

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- 4.4 Before using Social Media on behalf of the Company, Users may require training in order to do so, or may be required to demonstrate that they have already received suitable training, either from the Company or from a previous employer or other organisation.

### 5. Acceptable Use of Social Media

- 5.1 Unless specifically instructed to do so by the line manager or data protection officer. Users should make it clear that they are posting on Social Media as themselves, not as the Company, and that all views expressed on Social Media by that User are the author's own and do not necessarily reflect the views of the Company.
- 5.2 Unless using Social Media on behalf of the Company, Users should not use any Social Media accounts belonging to, or otherwise associated with, the Company.
- 5.3 Company email address may be used to sign up websites for work related purposes. Any Social Media accounts created with a Company email address representing the Company is not permitted and would need to be approved by the Business Development Manager or a Director. Users should be made aware that their Company email address will cease to function should they cease to work for or with the Company and may result in future accessibility of that website.
- 5.4 Users should always be respectful to others when using Social Media and should always be mindful of the fact that their association with the Company may be known to anyone at any time. The conduct of all Users on Social Media may reflect on the Company, whether positive or negative. This applies whether a User is using Social Media for business purposes or for personal purposes whether during working hours or otherwise.
- 5.5 If a User is unsure as to the appropriateness of a post or any other Social Media activity with respect to this Social Media Policy, they should consult the Business Development Manager or one of the Directors before continuing.

### 6. Unacceptable and Prohibited Use of Social Media

- 6.1 Users must not use Social Media to defame or otherwise disparage the Company or any of its employees, contractors, agents, or other affiliated third parties and organisations.
- 6.2 Users may not share confidential, commercially sensitive or other proprietary business information belonging to the Company or any of its employees, contractors, agents, or other affiliated third parties and organisations on Social Media unless specifically authorised to do so by the Business Development Manager or one of the Directors
- 6.3 Users may not use any intellectual property belonging to the Company on Social Media (including, but not limited to, trademarks and logos) unless specifically authorised to do so by one of the Directors.

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- 6.4 Your communications through Social Media, like all other modes of communication, must not breach our disciplinary or workplace rules or any other policy and procedure and must not cause us to be in breach of obligations we owe to others for example, you must not use Social Media in anyway that:
- 6.4.1 Breaches obligations of confidentiality which you owe to us or to any third party or which causes us to breach duties of confidence which we owe to any third party.
  - 6.4.2 Breaches the rights of any other staff member to privacy, data protection and confidentiality or which causes us to breach duties of confidence which we owe to any third party.
  - 6.4.3 Is offensive, insulting, discriminatory or obscene.
  - 6.4.4 Poses a threat to our confidential information, intellectual property, commercially sensitive or proprietary business information.
  - 6.4.5 Infringes the intellectual property rights of any other person or entity.
  - 6.4.6 Defames, disparages or causes reputational damage to us or to our associated companies or to any party with whom we have a business relationship, such as suppliers or customers.
  - 6.4.7 Breaches or causes us to breach any law or the rules or guidelines of any regulatory authority relevant to our business.
  - 6.4.8 Breaches data protection rules (GDPR).
  - 6.4.9 Breaches our rules, policies or procedures for the use of our IT systems or other equipment or resources.
  - 6.4.10 Is dishonest, Improper, unethical or deceptive (e.g impersonating someone).
  - 6.4.11 Is likely to damage your reputation or our reputation.
  - 6.4.12 Breaches of our Company policies and procedures.

## 7. Monitoring

- 7.1 The Company may monitor Users' communications and internet usage (including, but not limited to Social Media) for the following reasons:
- 7.1.1 To ensure that Company policies and guidelines are followed, and that standards of service are maintained;
  - 7.1.2 To provide evidence of transactions and communications;
  - 7.1.3 To help combat unauthorised use of the Company's computers, mobile devices, networks and other communications equipment and systems and to maintain security;
  - 7.1.4 If the Company has reason to believe that a User has been viewing or sending offensive or illegal material (including, but not limited to that which breaches another party's intellectual property rights);

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- 7.1.5 If the company has reason to believe that a User has been spending an unreasonable amount of time viewing non-work-related sites (including, but not limited to, Social Media) and/or sending and receiving an unreasonable number of personal communications; and
- 7.1.6 In order to better understand the requirements of the Company in terms of the provision of computers, mobile devices, networks and other communications equipment and systems.
- 7.2 Users should be aware that all internet and email traffic data sent and received using the Company's communication systems is logged, including websites visited, times of visits, and duration of visits. Any personal use of the internet, including but not limited to Social Media, will therefore be logged also, irrespective of whether or not it is in compliance with this Social Media Policy and other Company policies. Users who wish to avoid the possibility of the Company becoming aware of any political or religious beliefs or affiliations that they would prefer to keep private should avoid visiting websites that might reveal such information. By using the Company's computers, mobile devices, networks and other communications equipment and systems, Users are taken to consent to their personal internet use and communications being logged and monitored by the Company. The Company shall ensure that any monitoring under this Social Media Policy complies fully with all applicable laws including, but not limited to, the Data Protection Act 1998, the Regulation of Investigatory Powers Act 2000, and the Human Rights Act 1998.
- 7.3 When monitoring emails, the Company will normally restrict itself to looking at the address and email headers. If, however, it is considered necessary, the Company may open and read emails. Users should be aware that sensitive and confidential communications should not be sent by email because it cannot be guaranteed to be private.
- 8. **Recruitment**  
The Company may use internet searches to carry out due diligence as part of its recruitment process. In these circumstances, the Company will act in accordance with its equal opportunities and data protection obligations.
- 9. **Misuse and Compliance**
  - 9.1 Any User found to be in breach of this Social Media Policy will be treated in line with the usual disciplinary procedure.
  - 9.2 The viewing, transmission, downloading, uploading or accessing in any way, whether through Social Media or otherwise, of any of the following material using the Company's computers, mobile devices, networks or other communications equipment and systems will amount to gross misconduct with the possibility of summary dismissal:
    - 9.2.1 Material which is pornographic, sexist, racist, homophobic, paedophilic, or any other discriminatory or otherwise obscene or offensive material;
    - 9.2.2 Illegal or criminal material, including material which breaches copyright or any other intellectual property right;


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- 9.2.3 Any material which has the object or effect of causing harassment to the recipient;
- 9.2.4 Material which the User knows, or ought to know, is confidential, restricted or otherwise proprietary information and which they are not authorised to deal with;
- 9.2.5 Any website (Social Media or otherwise) which the Company has blocked access to.
- 9.3 Any questions regarding this Social Media Policy should be referred to Business Development Manager.
- 9.4 If any User becomes aware of any content on Social Media that reflects poorly on the Company or otherwise defames or disparages the Company, they should contact [info@ashltd.biz](mailto:info@ashltd.biz)
- 9.5 The Human Resource Manager has general responsibility for oversight and updating this policy. All staff have personal responsibility to ensure compliance with this policy. Managers have special responsibility for leading by example, ensuring that members of staff are familiar with this policy and for monitoring and enforcing compliance.

This Policy has been approved & authorised by:

**Name:** Julie Green  
**Position:** On behalf of the Directors of the Company  
**Date:** 16<sup>th</sup> June 2022  
**Due for Review by:** 16<sup>th</sup> June 2023  
**Signature:** 

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