SOCIAL MEDIA POLICY

1. Policy statement

1.1   We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics, using a wide variety of social media, such as Facebook, Twitter, blogs and wikis. However, employees' use of social media can pose risks to our confidential and proprietary information, and reputation, and can jeopardise our compliance with legal obligations.

1.2   To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect employees to adhere to this policy.

1.3   This policy does not form part of any employee's contract of employment and it may be amended at any time.

2. Who is covered by the policy?

2.1   This policy covers all staff.

2.2   Third parties who have access to our electronic communication systems and equipment are also required to comply with this policy.

3. Scope and purpose of the policy

3.1   This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

3.2   It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment, or equipment belonging to members of staff.

3.3   Breach of this policy may result in disciplinary action, up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is

committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

3.4   Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

4. Compliance with related policies and agreements

4.1   Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

a)   breach any obligations they may have relating to confidentiality;

b)   defame or disparage the organisation or its affiliates, customers, clients,

c)   business partners, suppliers, vendors or other stakeholders;

d)   harass or bully other staff in any way;

e)   breach our Equal Opportunities policy.

4.2   Employees who breach this policy will be subject to disciplinary action up to and including termination of employment.

5. Personal use of social media

5.1   Personal use of social media is never permitted during working time or by means of our computers, networks and other IT resources and communications systems.

6. Monitoring

6.1   The contents of our IT resources and communications systems are our property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone, conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

6.2   We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including, but not

limited to, social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes, and you consent to such monitoring by your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, logins, recordings and other uses of the systems, as well as keystroke capturing and other network monitoring technologies.

6.3   We may store copies of such data or communications for a period of time after they are created and may delete such copies from time to time without notice.

6.4   Do not use our IT resources and communications systems for any matter that you wish to be kept private or confidential from the organisation.

7. Recruitment

7.1   We may use internet searches to perform due diligence on candidates in the course of recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

8. Responsible use of social media

8.1   The following sections of the policy provide staff with common-sense guidelines and recommendations for using social media responsibly and safely.

8.2   Protecting our business reputation:

a)   Staff are prohibited from posting disparaging or defamatory statements about:

i)   the organisation;

ii)   its clients;

iii) suppliers and vendors;

But staff should also avoid social media communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

b)   Staff should make it clear in social media postings that they are speaking on their own behalf, write in the first person and use a personal e-mail address when communicating via social media.

c)   Staff are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the

masses (including the organisation itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.

d)   You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

e)   Avoid posting comments about sensitive business-related topics.

f)   If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication.

g)   If you see content in social media that disparages or reflects poorly on our organisation, you should contact your line manager. All staff are responsible for protecting our business reputation.

8.3   Respecting colleagues, clients, partners and suppliers:

a)   Do not post anything that your colleagues or our clients, business partners, suppliers, vendors or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.

b)   Do not post anything related to your colleagues or our customers, clients, business partners, suppliers, vendors or other stakeholders without their written permission.