

SOCIAL MEDIA POLICY

APPROVAL CONTROL

ROLE	NAME	DATE
Chief of Staff	Sara Robinson	07/10/2016

VERSION CONTROL

VERSION	AUTHOR NAME	VERSION CHANGES	DATE
0.1	Jayne Morris	Draft associate version	06/10/2016
0.2	Jayne Morris	Review with Sara Robinson	07/10/2016
1.0	Sara Robinson	Signed off	07/10/2016
1.1	Jayne Morris	Review with S Robinson and F Shailes	09/08/2017
1.12	Scarlett Campbell	Annual review – no change made	16/04/2019
1.13	Scarlett Campbell	Annual review – no change made	01/10/2019

TABLE OF CONTENTS

APPLICABILITY	3
POLICY PRINCIPLES.....	3
GUIDANCE ON SPECIFIC SOCIAL MEDIA CHANNELS.....	4
FACEBOOK	4
GLASSDOOR.....	4
LEGAL RESPONSIBILITY	4
MEDIA CONTACT	4
LIMITATION OF LIABILITY	5
BREACH OF POLICY	5
TABLE OF DEFINITIONS.....	5
POLICY RESPONSIBILITIES.....	5

INTRODUCTION

Whilst the widespread use of social media creates new opportunities for communication and collaboration, it also creates new responsibilities in the working environment.

The purpose of this policy is not to restrict the use of social media tools for valid business reasons, nor to attempt to control social activities when not at work. The line between private and public activity has been, and continues to be, somewhat blurred by the use of social media by individuals.

If you use social media, information from your Facebook page, your Tweets, your posts - even if you intend them to be personal messages to your friends or family - can be easily circulated beyond your intended audience. This content, therefore, represents you, and potentially who you work for, to external audiences.

Whether for private use or as an authorised user, we want to ensure your online social media footprint is one you can be proud of.

SCOPE

For the purposes of this policy, “social media” means any facility for online publication and commentary, including, but not limited to:

- Blogs
- Facebook
- LinkedIn
- Twitter
- YouTube
- Glassdoor

APPLICABILITY

This policy applies to anyone engaged on a client project by Huntswood, through an umbrella company or a limited company (“Associate”) using social media when:

- away from work
- the associate’s Huntswood or Huntswood client affiliation is identified, known, implied or presumed. It does not apply to content that is personal in nature and unrelated to the work of Huntswood or client of Huntswood.

The guidelines below break down what is expected, recommended and required for both authorised users and for those discussing Huntswood/client related topics in their own time.

POLICY PRINCIPLES

1. Huntswood respects the free speech rights, but you must remember that there are always consequences to what you publish and using sound judgement and common sense are key to successful participation. Be mindful that content you place in the public domain essentially forms an indelible record and even seemingly anonymous or deleted postings can be traced.
There is no such thing as a private social media site.

2. Think about how you are presenting yourself in the online social network and be professional at all times. If in doubt, do not post.
3. **What you post is ultimately your responsibility; legally and ethically.** We urge you to take this responsibility seriously and use social media with integrity and in accordance with this policy.
4. Be aware that taking public positions online that are counter to the company's interest (either Huntswood or Huntswood client) may cause conflict and be a breach of contract.
5. **Understand your online privacy settings.** Check your settings and understand who can see the information you publish and your personal information.
6. **Posts should not:**
 - Mention client names
 - Include Client specific information
 - Mention anything which could be construed as 'commercially sensitive' to Huntswood
 - Talk about "Private" information marked as 'Classified' or above.
 - Be negative (i.e. had a bad day – work is rubbish...) and/or argumentative.

GUIDANCE ON SPECIFIC SOCIAL MEDIA CHANNELS

LinkedIn

Please be mindful and respect confidentiality of the client that you are engaged to work for and the work that you are undertaking when updating your profile.

Facebook

Huntswood has a company profile page on Facebook, which is updated mainly with content relevant to jobseekers and people interested in our (general) company news and CSR activity. It is always really helpful to proactively share posts (as appropriate) with your friends and family on this platform. You are welcome to comment on Huntswood posts on Facebook, but please do so whilst bearing 'professionalism' and commercial confidentiality in mind.

Glassdoor

Whilst Glassdoor is not considered to be social media in its widest sense, it is a vehicle for employees and associates to express views on Huntswood and other companies as places to work.

Huntswood will not respond in an open forum to posts, however, is happy to converse with individuals on a personal level. Where concerns are raised individuals will be invited to take the discussion offline and be offered different channels to discuss these concerns.

LEGAL RESPONSIBILITY

Please refer to your contract with regard to data protection and confidentiality.

MEDIA CONTACT

If you are contacted by the media, please take a message and pass the details over to the CEO or CFO through Huntswood reception. Do not get drawn into conversation.

If you see misrepresentations made about Huntswood or its client's on social media, please notify the Digital Media Manager as soon as possible through marketing@huntswood.com.

SOCIAL MEDIA AND PRIMARY RESPONSIBILITIES

Ensure your online activities do not interfere with your job or work commitments.

LIMITATION OF LIABILITY

Huntswood shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed or incurred due to the postings of any employee or associate on any social media site. Huntswood reserves the right to suspend, modify, or withdraw this *Social Media Policy*, and you are responsible for regularly reviewing the terms of this Policy.

Huntswood reserves the right to monitor comments and remove content deemed inappropriate.

BREACH OF POLICY

In instances where the *Social Media Policy* is breached, Huntswood reserves the right to enforce contractual obligations.

TABLE OF DEFINITIONS

The table of definitions provides definitions of terms used within the policy document

TERM	DEFINITION
Huntswood Associate	Anyone engaged on a client project by Huntswood, through an umbrella company or a limited company.

POLICY RESPONSIBILITIES

The following table defines the business roles and their responsibilities in regard of the policy document.

RESPONSIBILITY	ROLE	DEFINITION
Owner	Head of HR	The Owner ensures the policy is reviewed and maintained on a regular basis
Reviewer	Chief of Staff	The Reviewer ensures the policy document aligns with relevant legislation and company requirements
Author	Head of Infrastructure	Shall update the policy document in a succinct time frame on receiving updates from the reviewer and in accordance with company policy writing guidelines

RESPONSIBILITY	ROLE	DEFINITION
Policy Audience	Huntswood Associate	Must apply the business policy to the business they undertake on behalf of Huntswood