

Social Media Policy

Scope

This policy refers to the use of social media, which includes both private and business-oriented social networking websites (e.g. facebook, twitter, LinkedIn etc), and all other internet postings including blogs.

The principles of this should be applied to all kinds of online communication, including, for example, personal websites and blogs, discussion boards, email groups and instant messaging. The policy sets out the expectations for the conduct of employees and learners in relation to the use of social media, whether for business or personal purposes and both during and outside of working hours. It applies to access to social media using any type of internet-enabled device, whether personal or work where topics relate to activity within Floorskills Limited.

This policy applies to all employees whether full time, part time, temporary or on fixed term employment, and to learners who are on courses through Floorskills Limited.

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken whether the breach is committed during working hours or otherwise and whether committed on the Company's IT facilities equipment or communication systems or otherwise.

Learners may be removed from their qualifications / courses should the information posted on social media be deemed to be to the detriment of Floorskills Limited.

Anyone suspected of breaching this policy shall be required to cooperate with any Company investigation which may involve the disclosure of relevant passwords or log-ins.

Definition of Social Networking

Social networking is defined as an online service, platform, or site that focuses on building and reflecting social networks or social relations among people, who, for example, share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. COMPANY NAME is committed to the use of social working sites for business purposes and this is reflected by the number of users who follow Floorskills Limited on a number of sites.

Use of Social Networking Sites

Companies can derive benefits through engaging with social media, both at a corporate and individual level and having a corporate presence on social networking sites can lend credibility and provide a platform for encouraging responsible use.

Company social media posts will be managed by Matthew Bourne, Managing Director of Floorskills Limited. He has the authority to process to address and remove any adverse, abusive, threatening or defamatory comments posted to Floorskills Limited own pages on social media sites by members of the public whether these comments are directed at Floorskills Limited generally, our staff generally and/or specific learners.

In the event that a staff member or learner is concerned as to the nature of any comment posted by a member of the public to any of Floorskills Limited social media pages concerning him/her, this should be brought to the attention of Matthew Bourne, Managing Director who will handle this issue raised.

Floorskills Limited retains the copyright to any material posted to any forum, newsgroup or chat room by any employee/worker in the course of their duties.

Responsibilities of all employees/learners

When accessing and using social media, employees/learners must ensure that they conduct themselves in a way which reflects positively on the organisation of which they work or learn. When using social media outside of the work environment, employees should be aware that when posting information, they are not authorised to represent Floorskills Limited to express a view on behalf of Floorskills Limited. Chat rooms and newsgroups are public forums where it is inappropriate to reveal confidential company information, personal data relating to other individuals, details of customer data, e.g. complaints, trade secrets or any other material covered by existing company policies and procedures. The expression of opinion on websites, social networks or similar sites could inadvertently reveal information which is not suitable for public consumption and employees should be mindful of this and ensure they do not engage in inappropriate behaviour.

Examples of inappropriate behaviour include:

- Comments that may damage the reputation of Floorskills Limited, regardless of whether Floorskills Limited is named directly or identifiable in any other manner
- Photographs or videos of employees behaving inappropriately which may be linked to Floorskills Limited or which include a Floorskills Limited identifier such as logos, trademarks, premises etc
- Posting comments or photographs of Floorskills Limited co-workers or customers without their express consent
- Using Floorskills Limited identifiers, such as logos or trademarks without the express consent of Floorskills Limited.
- Posting threatening comments, bullying or harassing co-workers, customers and others.
- Derogatory, disparaging, defamatory, discriminatory or offensive comments regarding Floorskills Limited, co-workers, customers, learners or others.

- The disclosure of confidential information relating to Floorskills Limited, co-workers, customers, learners and others.

It is important to note that once a comment is posted on social media, it ceases to be private.

Overall, any comment which falls within the above categories or which is otherwise considered by Floorskills Limited to be against policy or to have brought the company into disrepute may be considered gross misconduct and will be dealt with under the disciplinary procedure.

Monitoring compliance

Floorskills Limited reserves the right to monitor internet use and the use of social media to ensure policy compliance.

No employee should have any expectation of privacy as to his or her usage of the Company's IT facilities, equipment or systems.

Floorskills Limited reserves the right to investigate personal facebook or similar social media sites if any matter comes to its attention which it considers may constitute a potential breach of this policy.

The Company reserves the right to require the closure of any applications or removal of content published by staff members which is deemed by the Company to constitute a breach of this policy. Failure to comply with any such request may result in further disciplinary action being taken.

Review

This policy will be reviewed annually and will be amended or updated as and when required.