



Social Media Policy

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Issue Date:	June 2023
Review Date:	June 2026
Approved by:	SMT

DOCUMENT HISTORY

Date	Author/Editor	Summary of Changes	Version No.
12.05.2018	Adele Houston	1 st version	1
25.04.2019	Robert Krawczyk	Creation of 2 nd version	2
11/06/2023	Jacqueline Preston	Review of policy	2

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CONSULTATION AND RATIFICATION SCHEDULE

Name of Consultative Body	Date of Approval
Senior Management Team	11/6/2023

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1. POLICY STATEMENT

The internet gives us all the chance to keep in touch with people and share information using various kinds of social media. But your use of social media can put our confidential information, our reputation, and health and safety, at risk.

That is the reason we have this policy. We want to minimise the above risks and avoid loss of productivity. We expect you to respect this policy both during and after employment.

This policy does not form part of your contract of employment and it may be amended at any time.

2. WHO IS COVERED BY THE POLICY?

This policy covers everyone working at Primecare Health LTD at all levels and grades, including contractors, trainees (including work experience, College & University placements), part-time and fixed-term employees, casual and agency staff, and third parties.

3. WHAT DOES THE POLICY COVER?

This policy deals with the use of all social media outlets, including texting, Facebook, Twitter, and any other social networking sites including internet postings.

It applies to your use of social media for both business and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether you are using your own device or not.

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. If we think you may have breached this policy you will be required to co-operate with us fully while an investigation is undertaken, which may involve handing over relevant passwords and login details.

You may be required to remove internet postings which are deemed to constitute a breach of this policy. If you do not comply with a request this may result in disciplinary action.

4. WHO IS RESPONSIBLE FOR THE POLICY?

All managers are responsible for following the standards set out in this policy, making sure everybody understands what is expected of them and acting if there is a breach.

All of us are responsible for the success of this policy and should make sure we take the time to read and understand it. Any misuse of social media should be reported to a manager.

5. PERSONAL USE OF SOCIAL MEDIA

We know that staff may work long hours and occasionally may want to use social media for personal activities at work. We authorise occasional use at times, for example on a break

when staff are away from Service user's' properties, so long as it does not interfere with their employment responsibilities or productivity.

6. OPERATION OF MACHINERY AND USE OF SOCIAL MEDIA

The health and safety of all staff is of paramount importance and there is no room for compromise.

Particular care must be taken when driving any vehicle. The driver of any vehicle must **NOT use social media or personal devices (such as mobile phones and tablets) whilst driving** or in charge of that vehicle – that includes while giving directions to a driver.

Staff found to be using social media in breach of this may be subject to disciplinary proceedings which may result in sanctions being imposed, up to and including dismissal without notice.

7. RESPONSIBLE USE OF SOCIAL MEDIA

The following sections of this policy are common-sense guidelines and recommendations for using social media responsibly and safely.

Protecting our business reputation:

- a) Do not post belittling or defamatory statements about the company, our business, Service user's, other staff members or anyone else associated with us.
- b) Make it clear in social media postings that you are speaking on your own behalf. Write in the first person and use a personal e-mail address. Do not use the company email or postal address.
- c) You are personally responsible for what you say in social media. Remember that what you publish might be available to be read by the public (including by us, by future employers and other people you know) for a long time.
- d) If you say you work for us, you must make it clear your comments do not represent our views but your own. You should also ensure that your profile and any content you post are consistent with the professional image you present to the outside world and colleagues.
- e) Avoid posting comments about sensitive business-related topics, such as our performance, breakdowns and the like. Even if you make it clear that your views do not represent those of the business, your comments could still damage our reputation.

Respecting intellectual property and confidential information:

- a) You should not do anything to jeopardise our trade secrets and other confidential information and intellectual property through the use of social media.

- b) In addition, you should avoid using or infringing the intellectual property of other companies and individuals, which can create liability for us as well as for you.
- c) Do not use out logos, brand names, slogans or other trademarks, or post any of our confidential or proprietary information without prior written permission.

Respecting colleagues and clients:

- a) Do not post anything that your colleagues or our clients or anyone else involved in the business would reasonably find offensive, including discriminatory comments, insults or obscenity.
- b) Do not post anything related to your colleagues or our clients or anyone else involved in the business without their written permission.
- c) Do not use social media when you should be working.