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Social Media Policy		SRT.PO.SHEQ.IM.002		01/06/2023	1	2
Author:	Verified:		Approved:	Controlled:	Obsolete:	
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Scope

This policy explains your responsibilities when you use social media, both on our business premises and in your own time. It confirms that Shield may monitor your use of social media, the internet and any other IT or IT-related device usage by you, to verify your compliance with our policy.

For the purposes of this policy, social media means and includes:

Websites and applications where users are able to create and share content and/or take part in online networking. This includes, but is not limited to the following:

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn
- Pinterest
- Google+
- Flickr
- Slack
- Tumblr
- Reddit
- Shapr

(These are some of the most common examples; however, this policy covers all social media, including any and all new variations and offerings, as these come into existence)

personal blogs

any posts you might make on other people's blogs, and

all online forums and noticeboards.

Besides creating social media posts directly, 'posting' for these purposes additionally includes retweeting/re-circulating, or otherwise sharing third party posted content, commenting on a third party's post or liking it. This also includes the scheduling of posts on any social media scheduling services such as Hootsuite, HiPlay or Buffer, for example.

By using our IT resources and systems, as well as any devices provided to you by us and which enable your access to and use of our IT resources and systems, you consent, on each and every usage, to our monitoring activity.

Failure to comply with this policy may lead to action being taken by Shield against you, under our Disciplinary Policy, which in the case of serious breaches, may result in your dismissal from the business on grounds of gross misconduct.



We will require you to remove any social media or other postings which you publish or place in breach of this policy. If you refuse or fail to do so, this will be treated by us as a serious disciplinary matter under our Disciplinary Policy.

You may also face legal proceedings from Shield and potentially affected third parties as well, if your social media, internet usage or other IT activity causes harm to our business or to its reputation, is offensive or derogatory or discloses confidential information, and/or to other named individuals whose reputations are damaged by your actions.

You should contact your line manager if you find anything posted to a social media site that breaches this policy or otherwise brings Shield into disrepute.

Who does it apply to?

All Shield's employees and anyone else working for Shield.

It is not part of your employment contract

This policy is not part of your employment contract. We, Shield may amend this policy at any time.

Use of social media at work

[Unless you need to do so as part of your job, and you have the prior approval of [specify consent provider] to do so, you must not use Company IT resources to access social media at work.

You are not permitted to use your own IT equipment – your personal phone, for example – to access social media during working hours either.]

OR

[Provided that you adhere to the requirements of Shield's social media policy, you are authorised to use our IT resources and, as appropriate and necessary, your own equipment, to access social media during work hours. It is a condition of this permission that you do not engage in any manner (including liking, retweeting and/or sharing third party content), or create, any inappropriate or unprofessional content.

You must also ensure that your use of these resources and access to social media does not interfere with your duties. If in our opinion it is interfering with your duties, we will require you to cease your usage or to set other conditions that we consider appropriate and proportionate to ensuring that you are able to focus on your job and properly perform your contracted duties. Failure to comply with any instructions that we give in these circumstances may be treated by us as a disciplinary matter and handled according to our Disciplinary Policy.]

If you are not authorised to post content on the social media accounts belonging to Shield, you must not do so without express approval in advance from Shield.

If you are authorised to post content to our accounts, your access will be stopped immediately if you abuse this policy in any way (including by providing access to our accounts to any third parties without approval from Shield)

Those leaving Shield will be asked for their usernames and passwords and their accounts and/or access permissions will be revoked.

If you are authorised to access and/or post to our accounts, we may ask you to provide us with your usernames and passwords and you will be expected to promptly comply with such requests or face disciplinary action.



Your social media obligations and responsibilities

It is your duty to protect Shield's interests. This means, for example, (but not exhaustively) that:

General obligations

You must not publish anything that could directly or indirectly damage these interests or that might compromise our reputation

If you are ever unsure about the appropriateness of a publication, whether it complies with this policy and/or whether it is necessary, you should seek prior views and approval to publish from Shield before taking any further action, and absolutely before posting that content.

Unless you have been specifically authorised to do so, and the content of your communication has been approved by Shield you must not speak on behalf of Shield or indeed, on behalf of any other person within our business or connected with it.

Social media is generally a public resource – and one where posts can be freely and rapidly shared, often without material moderation, control, or constraint. You should assume that anything you publish anywhere will sooner or later reach the public domain. When you share content posted by others, remember that you may be seen as giving tacit approval to opinions that could bring the Company into disrepute.

Always respect copyright, and always check whether or not a third party's content is provided before you reuse or repost it.

What and how you post

Anything you post must be accurate and lawful.

You must not publish any of Shield's trading secrets and confidential information. This includes not posting anything that relates, for example (and non-exhaustively), to any of the following:

- Shield's intellectual property
- Shield's trade secrets
- unpublished details of Shield's current or future trading performance
- information of any description that is clearly intended for internal use only
- Anything else that is not already in the public domain (and not as a result of you having unlawfully leaked or disclosed it)

It must be clear at all times that unless (with prior permission from Your Direct Line Manager to do so), you are posting on behalf of our business and for the purpose of relating our business' position on something specific, any opinions you express are your own and that you are not speaking on Shield's behalf.

You are personally responsible for your own social media accounts and any and all content that may be posted on or linked to them.

For your own social accounts, you must use your personal email address and contact details, not your work email address or any other contact details that we provide to you so that you can be contacted at work.

There must never be any confusion between any personal social media account belonging to you and any of our business accounts.



We also insist that you never use our logo, trademark, or other corporate artwork in anything you post or as part of any of your social media profiles, unless you have our express consent to do so, in advance of any publication.

You remain at all times a representative of and ambassador for our business. This means that you must ensure your profiles and postings are at all times appropriate and not in any way at risk of bringing our business into disrepute or any controversy. (Even if you do not name us as your employer, people who know you and where you work may still make an unwelcome association with Shield if your social media activity is unprofessional and/or damaging to us. If you are in any doubt about what is and is not acceptable, please talk to Your direct line manager.

Your tone of voice and the importance of being respectful

Many people use social media in a personal capacity to have a rant. Take care when engaging in any such public outbursts that you are not damaging both your personal and our business reputations for professionalism and moderation. Do not criticise Shield or any other business or individual (including our suppliers, clients, business associates or your colleagues).

Be respectful of others when using social media. Just as in the workplace and during working hours, where we do not tolerate bullying or harassment and unfair discrimination on any grounds, we also do not tolerate it on social media either. You must not engage in activities on social media which would breach not just this policy, but also our other policies, including especially our Equal Opportunities and Diversity policy and our Bullying and Harassment policy. You must familiarise yourself with these policies, so that you understand the types of conduct that we prohibit, including on social media. Examples of these prohibited actions include:

Making unlawful or disrespectful comments

Using abusive or threatening language

Posting sexually explicit language or images

Publishing false or misleading statements

Trolling (starting or pursuing arguments in an online community with the intention of disrupting normal discussions within that community)

Impersonating your colleagues or third parties

Inciting somebody to commit a crime

If you are being bullied, harassed, or otherwise victimised on social media by another Shield worker, you must follow the process laid out in our Harassment and Bullying Policy.

Be respectful of our business also. We will not tolerate the airing of grievances about our business or any of its activities on social media. If you want to make a complaint, you should use our internal process, raising it first with Your direct line manager. If your concern remains unresolved, you must then follow our Grievance Policy.

Images and other people's personal details

Consent to the posting of any photographic or videographic images containing colleagues and/or other people must have the express consent of those persons to be a part of this posting. Do not publish without this consent.

Do not publish any other images where you have not first acquired any and all permissions (including copyright) to do so

Do not publish any person's personal details unless you have their express consent to do so (as well as the consent of Shield, if applicable), and this is strictly necessary for the legitimate business objective underpinning the posting.



Version	Author	Date	Description of Version Main or important changes since previous version
1.0	Richard Probert	01/06/2023	First version