

# SOCIAL MEDIA POLICY

## INTRODUCTION

The company encourages the use of social media (SM) (particularly LinkedIn) and has various SM feeds. We would encourage employees to post regular updates about the company and its activities and share the posts that the company issues on its SM channels. We have a WhatsApp group dedicated to assist in this process, which we would ask you to join.

Great care must be taken when posting with particular attention to naming our clients or sites. We often sign up to Non-Disclosure Agreements (NDA's). We must under no circumstances make any post that in any way identifies our clients, the contract or the site without prior management agreement.

If any employee discovers or is aware of any negative, offensive or any other comments that would not show the company in a good light he/she must immediately bring such content to the notice of the management team.

Employees of DAS Fire may be able to access social media services and social networking websites at work, either through company IT systems or via their own personal equipment.

This social media policy describes the rules governing use of social media at DAS Fire. It sets out how staff must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the company on their personal accounts.

This policy should be read alongside other key policies.

## POLICY BRIEF & PURPOSE

This policy provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether employees are handling a corporate account or use one of their own, they should remain productive.

A misjudged status update can generate complaints or damage the company's reputation. There are also security and data protection issues to consider.

This policy explains how employees can use social media safely and effectively.

## SCOPE

This policy applies to all staff, contractors and volunteers at DAS Fire who use social media while working — no matter whether for business or personal reasons.

It applies no matter whether that social media use takes place on company premises, while travelling for business or while working from home.

Social media sites and services include (but are not limited to):

- Popular social networks like **X and Facebook**
- Online review websites like **Feefo and Trustpilot**
- Sharing and discussion sites like **Pinboard and Reddit**
- Photographic social networks like **Flickr and Instagram**
- Question and answer social networks like **Quora and Answers**
- Professional social networks like **LinkedIn and Sunzu**

## POLICY ELEMENTS

“Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers all of them. We consider two different elements: using personal social media at work and representing our company through social media.

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## USING PERSONAL SOCIAL MEDIA

We allow employees to access their personal accounts at work but, we expect them to act responsibly and ensure their productivity isn't affected. Using social media excessively while at work can reduce efficiency and concentration. Whether employees are using their accounts for business or personal purposes, they may easily get side-tracked by the vast amount of available content. We advise our employees to:

- **Use their common sense.** If employees neglect their job duties to spend time on social media, their decline in productivity will show on their performance reviews.
- **Ensure others know that personal account or statements don't represent our company.** Employees shouldn't state or imply that their personal opinions and content are authorised or endorsed by our company. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our company's anti-harassment policy, if directed towards colleagues, clients or partners.

## REPRESENTING OUR COMPANY

Some employees represent our company by handling corporate social media accounts or speak on our company's behalf. We expect them to act carefully and responsibly to protect our company's image and reputation. Employees should:

- **Be respectful, polite and patient,** when engaging in conversations on our company's behalf. They should be extra careful when making declarations or promises towards customers and stakeholders.
- **Avoid speaking on matters outside their field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our 'Privacy notice' and 'data protection policy'** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Inform our Management Team** when they're about to share any major-impact content.
- **Avoid deleting or ignoring comments for no reason.** They should listen and reply to criticism.
- **Never post discriminatory, offensive or libellous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

## DISCIPLINARY CONSEQUENCES

We'll monitor all social media postings on our corporate account.

We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media.
- Disclosing confidential information through personal or corporate accounts.
- Directing offensive comments towards other members of the online community.

The above examples are illustrative and do not form an exhaustive list.

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