



Steve Hoskin Construction Ltd.

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Social Media Policy

Introduction

Employees of Steve Hoskin Construction Ltd may be able to access social media services and social networking websites at work, either through the company IT system or via their own personal equipment.

This social media policy describes the rules governing use of social media at Steve Hoskin Construction Ltd. It sets out how staff must behave when using the company's social media accounts and 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.

Whilst we appreciate that we have no direct control over the information employees choose to disclose on social media, we would expect employees to be mindful of the need to protect the reputation of the company, their own privacy and that of colleagues.

This policy should be read alongside other key policies. The company's internet use policy is particularly relevant to employees using social media.

Why this policy exists

Social media can bring significant benefits to Steve Hoskin Construction Ltd, particularly for building relationships with current and potential customers and can be an effective tool for building its reputation. However it is important to remember that employees who use social media within the company do so only in a way that enhances the company's image.

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

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

Policy Scope

This policy applies to all employees and contractors at Steve Hoskin Construction Ltd who use social media, whether for business or personal reasons.

It applies, regardless of where that email takes place: on company premises, while travelling on company business or while working from home.

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

- Popular social networks like **Twitter, Facebook and Snapchat**



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- Online reviews websites like **Glassdoor, Reevo and Trustpilot**
- Sharing and discussion sites like **Reddit**
- Photographic social networks like **Flickr and Instagram**
- Question and answer social networks like **Yahoo Answers**
- Professional social network like **LinkedIn**

Responsibilities

Everyone who operates a social media account has some responsibility for implementing this policy.

However, our Technical Coordinator will have key responsibilities for:

- Ensuring that Steve Hoskin Construction Ltd uses social media safely, appropriately and in line with the company's objectives.
- Providing apps and tools to manage the company's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats.
- Ensuring requests for assistance and support made via social media are followed up.

General Social Media Guidelines

The Power of Social Media

Steve Hoskin Construction Ltd recognises that social media offers a platform for the company to perform marketing; stay connected with customers and build its profile online.

The company also believes its employees should be involved in industry relevant conversations on social networking sites. Social media is an excellent way for employees to make useful connections, share ideas and shape discussions.

The company therefore encourages employees to use social media to support the company's aims and objectives.

Basic Advice

Regardless of which social network employees are using, or whether they're using business or personal accounts, following these simple rules helps avoid the most common pitfalls.

- **Know the social network** – Employees should spend time becoming familiar with the social network before making **any** contribution.
- **If unsure, don't post it** – Staff should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence – or be unsuitable in any way – they should not post it.
- **Be polite** – Many social media users have got into trouble simply by failing to observe basic good manners on line. Employees should be mindful when posting anything on line.



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- **Look out for security threats** – Employees should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- **Keep personal use reasonable** – although the company believes that having employees who are active on social media can be valuable both to those employees and to the business, employees should exercise restraint in how much personal use of social media they make during working hours.
- **Don't make promises without checking** – Some social networks are very public, so employees should not make any commitments or promises on behalf of Steve Hoskin Construction Ltd without checking that the company can deliver on those promises. Direct any enquiries to the Construction Director or Managing Surveyor.
- **Handle complex queries via other channels** – social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel – usually email or telephone.
- **Don't escalate things** – It's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding, and hold back if they are in any doubt at all.

Use of Company Social Media Accounts

This part of the social media policy covers all use of social media accounts owned and run by the Company.

Authorised users

Only people who have been authorised to use the company's social networking accounts may do so.

Authorisation is usually provided by the Construction Director or Managing Surveyor. It is typically granted when social media related tasks form a core part of an employee's job.

Allowing only designated people to use the accounts ensures the company's social media presence is consistent and cohesive.

Creating Social Media Accounts

New social media accounts in the company's name must not be created unless approved by the Construction Director or Managing Surveyor.

The company operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.

If there is a case to be made for opening a new account, employees should raise this with the Construction Director or Managing Surveyor.

Purpose of company social media accounts



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Steve Hoskin Construction Ltd's social media accounts may be used for many different purposes.

In general, employees should only post updates, messages or otherwise use these accounts when that use is clearly in line with the company's overall objectives.

For instance, employees may use the company social media accounts to:

- Respond to **customer enquiries** any requests for help
- Share **blog posts, articles and other content** created by the company
- Share **insightful articles, videos and media and other content** relevant to the business, but created by others
- Provide followers with **an insight into what goes on in the company**
- Promote **marketing campaigns**
- Support **new launches** and other initiatives

Social media is a powerful tool that changes quickly. Employees are encouraged to think of new ways to use it, and to put those ideas to the Construction Director or Managing Surveyor.

Inappropriate use and content

Company social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the company into disrepute.

When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

Use of Personal Social Media Accounts

The Value of Social Media

Steve Hoskin Construction Ltd recognises that employees personal and social media accounts can generate a number of benefits. For instance:

- Employees can make **industry contacts** that may be useful in their jobs
- Employees can discover content to help them **learn and develop** in their role
- By posting about the company, staff members can help to **build the business' profile** on line.

Personal Social Media Rules

Acceptable use:



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- Employees may use their personal social media accounts for **work related purposes** during working hours, but it **must** be for a specific reason, such as competitor research. Social media should not affect the ability of employees to perform their regular duties.
- Use of social media accounts for non work purposes is **restricted to non work times** such as lunch breaks.

Talking about the company

- Employees should ensure it is clear that their social media account does not represent Steve Hoskin Construction Ltd views or opinions.
- Employees may wish to **include a disclaimer** in social mediate profiles to protect themselves, 'the views expressed are my own and do not reflect the views of my employer'.
- **Don't** send or post message or material which could damage the image or reputation of Steve Hoskin Construction Ltd.

On a practical level, all employees are advised to avoid posting anything online that they would not want their managers or colleagues to see.

Safe, responsible social media use

The rules in this section apply to:

- Any employees using company social media accounts
- Employees using personal social media accounts

Users must not

- Create or transmit material that might be **defamatory or incur liability** for the company
- Post message, status updates or links to **material or content that is inappropriate**
Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- Use social media for any **illegal or criminal activities**
- Send **offensive or harassing materials** to others via social media
- Broadcast **unsolicited views** on social, political, religious or other non business related matters.
- Send or post messages or material that **could damage Steve Hoskin Construction Ltd's image or reputation**
- Interact with Steve Hoskin Construction Ltd's competitors in any way which could be interpreted as being **offensive, disrespectful or rude**. (Communication with direct competitors should be kept to a minimum)



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- Discuss **colleagues, competitors, customers or suppliers** without their approval
- Post, upload, forward a link to **spam, junk email or chain emails and messages**.

Copyright

Steve Hoskin Construction Ltd respects and operates within copyright laws. **Users may not use social media to:**

- Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted to do so, by that third party.
- If employees wish to **share content published on another website**, they are free to do so if that website has obvious sharing buttons or functions on it.
- Share links to **illegal copies** of music, films, games or other software.

Security, Data Protection and General Data Protection Regulations

Employees should be aware of the security and data protection issues that can arise from using social media networks.

Maintain confidentiality

Users must not:

- Share or link to any content or information owned by the company that could be considered **confidential or commercially sensitive**.
This might include sales figures, details of key customers, or information about future strategy or marketing campaigns.
- Share or link to any content or information owned by another company or person that could be considered **confidential or commercially sensitive**.
For example, if a competitor's marketing strategy was leaked online, employees of Steve Hoskin Construction Ltd should not mention it on social media.
- Share or link to data in any way which could breach the company's **data protection policy**.

Protect social media accounts

- Company social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.
- Wherever possible, employees should use **two factor authentication** (often called mobile phone verification) to safeguard company accounts.
- Employees must not use a new piece of **social software, app or service** with any of the company's social media accounts without receiving approval from the Construction Director or Managing Surveyor.



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Avoid Social Scams

- Employees should watch out for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the company or its customers.
- Employees should never reveal sensitive details through social media channels. Customer identities must always be verified in the usual way before any account information is shared or discussed.
- Employees should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

Be Mindful

- Comments made outside of work, within the arena of social media, do not remain private and so can have an effect on or have work-related implications. Therefore comments made through social media which you may intend to be private, may still mean that you could be disciplined if the comments have brought the company into disrepute or if someone reports the comment to us as being offensive.
- Do not discuss work related issues on line – do you really need to ‘share’ the fact that you’ve had a bad day?! Or that you’ve had a disagreement with your work colleague or manager? These types of comments could lead to disciplinary action being taken.
- When setting up your profile online consider whether it is appropriate and necessary for you to include information about your job and who you work for.

Policy enforcement

Monitoring social media use

Company IT and internet resources – including computers, smart phones and internet connections – are provided for legitimate business use.

The company reserves the right to monitor how social networks are used and accessed through these resources.

Any such examinations or monitoring will only be carried out by authorised staff.

Additionally, all data relating to social media networks written, sent or received are part of official Steve Hoskin Construction Ltd records.

The company can be legally compelled to show that information to law enforcement agencies or other parties.

Potential Sanctions

Knowingly breaching the social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of employment.



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Employees, contractors and other users may also be held personally liable for violating this policy.

Where appropriate, the company will involve the police or other law enforcement agencies in relation to breaches of this policy.