



## **Social Media Policy**

### **Introduction**

This Social Media policy is for the use of Anglian Excavations Limited employees and those working on behalf of the organisation, to provide practical assistance and guidance on the safe and respectful use of social media.

The policy is to ensure that use of social media by employees is appropriate and in the interests of the Anglian Excavations Limited.

### **Purpose**

This policy covers all forms of social media for example, Facebook, Bebo, Instagram, Twitter, Qzone, We Chat, LinkedIn, Twitter, Google+ Wikipedia and other internet postings sites, including blogs.

It applies to the use of social media for both business and personal purposes, during working hours and in your own time. This policy also applies when social media is accessed using the organisation's information systems and/or when access is via the individual's own equipment.

### **Policy**

Whilst Anglian Excavations Limited recognise the benefits which may be gained from appropriate use of social media, it is also important to be aware that it poses significant risks to the business when used in a detrimental way.

These risks include disclosure of confidential and operational information, images and material that could damage the reputation of the business that may lead to the risk of litigation and/or cancellation of contracts.

The policy covers all employees and 'others' who operate/undertake a task for, or on behalf of the organisation. For example, consultants, contractors, casual/agency staff.

All breaches of this policy will be investigated by the relevant manager and the findings may result in disciplinary action up to and including dismissal from the business. Consultants, contractors and other support services may see their contract terminated, if proven to be in breach of this policy.

If any misuse of social media is identified then it must be reported immediately to your supervisor/manager, who will escalate it to the management team at the Rattlesden office.

### **Personal use of social media at work**

Staff, operatives, agency staff and those mentioned in this policy are permitted to use social media, so long as it does not involve unprofessional, inappropriate, slanderous content or imagery.

As per the organisation's health and safety procedures, operatives' mobile devices are only permitted to be used during their allocated rest breaks and must not interfere with their day-to-day function. Therefore, any use must comply with this policy.

The organisation has the right to monitor social media websites that employees maybe using, to audit content and material that may have been uploaded. However, this will only apply to open media sites.

### **Obtaining material with intent to use**

No person is permitted to take photographs/ videos or remove 'material' from a customer's site, unless they have obtained permission from the site manager. The purpose of the photograph or material must be explained in full to obtain consent prior to removal or use on any social media site.

## **Business use of social media**

If you are required or permitted to use social media sites in the course of performing your duties for or on behalf of Anglian Excavations Limited, you should ensure that such use has appropriate authorisation and that it complies with the requirements set out in this policy.

## **Responsible use of social media**

Those covered by this policy must not use social media in a way that might breach any of the following: our policies, any express or implied contractual obligations, the organisation's opinion or regulatory requirements.

Furthermore, in your use of social media you must not make disparaging, slanderous, insulting statements about the business, our employees, clients, customers, or suppliers.

No person shall use social media to harass, bully or unlawfully discriminate in anyway, use data obtained in the course of their employment with us in a manner which breaches the provisions of the General Data Protection Regulations.

This also extends to breaching copyright belonging to the organisation, confidential or commercially sensitive information relating to the business, make statements which cause, or may cause harm to our reputation or otherwise be prejudicial to the business interests.

When uploading a personal posting you should make it clear that you are speaking on your own behalf and use your own personal e-mail address for correspondence to those outside the organisation.

If you disclose that you are an employee or working on behalf of Anglian Excavations Limited, you must state that your views do not represent those of your employer. For example, you could state, "*the views in this posting do not represent the views of my employer*". Remember that you are personally responsible for what you communicate in social media.

Often material published will be widely accessible by the general public and will remain accessible for a long period of time. If you are uncertain or concerned about the appropriateness of any statement, material or posting, you should discuss it with your line manager.

Questions regarding the content or application of this policy should be directed to the Chief Executive Officer or Health, Safety & Environmental Manager.

This policy is not contractual and maybe amended at any time when the organisation considers it appropriate to do so.

Signed:  \_\_\_\_\_

Chris Lee

**Position:** Chief Executive Officer

**Date:** January 2025