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Social Media & Brand Policy – Office & Permanent Staff

This policy outlines the expectations of employees in respect of online activity, including but not limited to, on social media and other online platforms.

Engagement with the Company

We encourage employees to engage positively with the company on social media in order to increase reach and brand awareness across various platforms. Acceptable forms of engagement are as follows:

- Liking and/or sharing posts from official company social pages and accounts.
- Commenting on posts from official company social pages and accounts.
- Tagging the company in posts or in comments made on relevant and appropriate posts by a third party.

When interacting with official company posts and content in such a way that does not involve the addition of a comment, it is not necessary to seek prior approval.

Where the addition of a comment is involved (e.g., a quoted tweet), approval should be sought from Matthew Kirby, except where you are certain that the comment complies in full with this policy.

Brand Accounts

Unless you have been given explicit permission to do so by Matthew Kirby, you are not permitted to create, change or manage any social media or online account or profile that is, or could be perceived as being, an official company account. Any accounts that meet this criterion but which pre-date the issuing of this policy should be highlighted to Matthew Kirby in order that they can be integrated into our official digital asset portfolio.

Employees may, from time to time, be granted access to manage specific brand pages, such as a Facebook location page, but would be expected to adhere to the guidelines set out in this policy when doing so.

Where you have administrative access to a digital asset(s) belonging to the company, you are not permitted to add, remove or amend users in respect of that asset without the explicit advance permission of Matthew Kirby.

Personal Profiles

We do not seek to influence or control how you conduct yourself on your own social media profile(s). However, no employee should, whether during or outside of working hours, publish, promote or interact with content in such a way that may bring the company into disrepute. This could include publishing, commenting on, sharing or liking posts, which may or may not be related to Backline and its business activities, where any of the following apply:

- a) You identify yourself on your social media profile(s) as an employee of the company;
- b) You give reason to believe, whether explicitly or otherwise, that you are employed by the company;



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- c) It is possible for you to be reasonably identified as an employee of the company (e.g. by entering your name into a search engine);
- d) You give reasonable grounds to believe that the comment or content being published represents the opinion, beliefs or values of the company.

Where content is posted to your personal profile that contravenes this policy, the company may reasonably request that the content is deleted as soon as is practicably possible.

Social Media At Work

Employees should refrain from engaging in any activity on their personal social media account(s) whilst at work, except whilst on a break period. This includes, but is not limited to, the below, whether the personal account is being used for either personal or business purposes, unless prior permission has been sought from Matthew Kirby.

- Posting content;
- Sharing or liking content;
- Commenting on posts;
- Sending messages to other users.

For example, sending messages to a driver from your personal account during work time, whether or not the messages are business related, would not be acceptable. Sending messages to a driver from a company profile that you have access to, so long as the messages are business related and of an appropriate nature, would be acceptable.

Employees are permitted to use their personal LinkedIn profiles during working hours, so long as all of the following apply:

- The level of usage is reasonable;
- Activity is related to the company and its business activities or the industry generally (e.g. posting content promoting the company or sharing a relevant news story);
- Other tasks required of the employee are not negatively impacted as a result of the usage.

In some instances, managing company assets requires being logged into a personal social media profile. Where this is the case, any activity during working hours should be constrained to business purposes only.

Bringing The Company Into Disrepute

Any post, article, publication, review or other online content may bring the company into disrepute if it features **any** of the following elements:

- Offensive, abusive or discriminatory language;
 - This would be aggravated if it was directly or indirectly targeted towards any person or group of persons that possessed a protected characteristic(s), as defined by the Equality Act (2010) or any other legislation or regulation prevailing at the time.
- Violent content;
- Explicit sexual or pornographic content;
- Bullying or harassment;
- Libellous or slanderous content;



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- Negative or inappropriate comments towards the company and/or its business activities;
- Negative or inappropriate comments towards a client of the company, an employee of the company or any other third party with which the company has a business relationship;
- Promotion of a direct competitor or its business activities, other than with the explicit consent from Matthew Kirby (e.g., where a business agreement is in place);
- Content, views or general behaviour which contradicts any other company policy in force at the time.
- Any content received from a client that was intended only for the use of Backline. This content must remain private and confidential unless permission to share on any social media platform was granted by Matthew Kirby or Mark Gooden.

Contravention of this Policy

Where an employee is found to have contravened this policy by their actions, disciplinary proceedings may be instigated. This may result in any of the following outcomes, depending on the severity of the contravention and other factors considered as part of the disciplinary process:

- Request to remove/edit published content
- Unofficial warning
- Official warning
- Suspension
- Termination of employment
 - i.e., for cases considered to be sufficiently serious so as to constitute Gross Misconduct.