



BACKLINE

LOGISTICS | RECRUITMENT | TRAINING

PERSONAL USE OF SOCIAL MEDIA POLICY

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2 Document History and Approval

Version	Issue Date	Reason for issue	Author/Approved by
1.0	15/10/20	First issue	Neil Yorke
2.0	15/03/2023	Minor updates following annual review	Samantha Preece
3.0	26/06/2024	Updated social media platforms and marketing process	Roxi Sweeney
4.0	07.10.2024	Updated for Blackline Logistics Support Services LTD (BLSS)	Paul Church

3 Objectives

This policy sets out the minimum requirements that all employees must adhere to when using social media for personal use whether during work hours or outside of work.

4 Scope

This document sets out Backline Logistics Support Services (BLSS), (the Company) policy on personal use of social media. This policy applies to what is written/posted/streamed on social media sites by employees in a personal capacity which relates to their work.

Any breach of this policy may lead to disciplinary action in the case of employees, and, depending on the seriousness of the breach, could lead to dismissal.

5 Roles and Responsibilities

The Company recognises that many employees participate in social networking sites outside of work hours. In the majority of cases this is uncomplicated and trouble-free. The intention of this policy is not to interfere with an employee's personal life however there are potential risks/nuisances associated with the use of social media; risks which individuals may not even be aware of. An erosion of the boundary between work-life and home-life can sometimes have a negative impact on the relationship between an individual and their employer.

Therefore, there is a need to provide individuals with clear policy on what is and what is not considered to be appropriate personal use of social media, thus safeguarding the reputations of individuals and the organisation.

This policy applies to all employees of the Company and relates to the **personal** use of social media whether during work hours or outside of work and where there is a significant connection with the employee's work reputation, the Company's reputation and where colleagues are referred to.

This policy should be used in conjunction with the Social Media for Business Use Policy – policy 154

5.1 Employee responsibilities when at work

All Company IT systems and services are provided as business tools. Employees who have authorised access to the Internet at work are allowed reasonable personal use during authorised breaks (e.g. lunch breaks) and only where it does not impact on other business users.

Where employees bring their own personal mobile devices into the workplace, they must limit their use of these devices in relation to personal use including social media to official rest breaks, such as lunch-times.

5.2 Employee responsibilities when not at work

All employees are responsible for any information they make available on-line whether this was posted during work hours, during breaks or when not at work. The Company considers employees to be responsible and accountable for information contained on their social networking page or blog. Employees need to be aware of what is posted/uploaded to sites they control and that they would be expected to manage any inappropriate material responsibly.

Employees must ensure the following standards are applied when engaging in social media activity.

Employees must not:

- Send information, forward e-mails or send images (e.g. photos, cartoons, videos) on-line about the Company, its services, facilities, staff, or third parties, which are confidential, defamatory, discriminatory, harassing, illegal, threatening, intimidating or which may incite hatred (e.g. sectarianism/racism/homophobia)

- Direct defamatory, threatening, or intimidating comments or content type, e.g. images directed towards any person associated with the Company on-line towards other employees, temporary workers, clients, suppliers and unsuccessful applicants etc.
- Send or post images/photos/video of customers or employees or any person associated with the Company in the workplace, that would not otherwise be considered to be a public place, unless the express authority of the subject has been secured and that consent is based upon a full understanding of how the image will be used.
- Employees will inevitably discuss aspects of their working day with others, either face-to-face, over the telephone or on-line. Employees must however be cautious about discussing work-related issues and complaints in a manner which could cause reputational damage to individuals, their own reputation or that of the Company as their employer.
- Use their works e-mail address to register on e-commerce websites (e.g. eBay or other online retail services) or any dating or gambling sites.

If the Company name is disclosed in a personal post or blog then the employee must make it clear when publishing online that these are their own personal views and that they **do not represent the views of the Company**.

6 Definition of Social Media

The term 'social media' is used to describe on-line technologies and practices that are used to share information, knowledge and opinions. Social media services and tools can involve a combination of technology, telecommunications and some form of online social interaction and can use a variety of different formats, e.g. text, images, video and audio.

Social media as a term includes social networking (e.g. Facebook, Twitter (X) and LinkedIn), multimedia sharing and networking applications (e.g. YouTube, Instagram, TikTok, Snapchat and WhatsApp), information sharing sites (e.g. Wikipedia), review and opinion sites (e.g. Google Answers and Yahoo! Answers), forums (e.g. Mumsnet, Reddit), dating sites and personal web pages. This list is not exhaustive.