



# BACKLINE

LOGISTICS | RECRUITMENT | TRAINING

## SOCIAL MEDIA FOR BUSINESS USE POLICY

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## 2.0 Document History and Approval

Version	Issue Date	Reason for issue	Approved by
1.0	14/10/2020	First Issue	Neil Yorke
2.0	14/09/2021	Changes to state that they must have prior approval from a Director rather than Area Manager and format update.	Neil Yorke
3.0	27/09/2022	Minor format changes	Neil Yorke

4.0	22/05/2023	Clarification of social media roles and responsibilities for Branches and Marketing team.	Samantha Preece
5.0	03/04/2024	Review of social media platforms, including LinkedIn.	Roxi Sweeney
6.0	26/06/2024	Updated social media platforms and marketing process.	Roxi Sweeney
7.0	09/10/2024	Updated for Blackline Logistics Support Services LTD (BLSS)	Paul Church

### 3 Objectives

Backline Logistics Support Services (BLSS) (the Company) recognises that social media offers a platform for the Company to perform marketing, stay connected with clients and candidates, and build its profile online.

This policy describes the rules governing the use of social media at the Company. It sets out how employees should behave when using the Company’s social media accounts and how company accounts should be accessed.

This policy should be read alongside the **Personal Use of Social Media Policy - policy 153**.

For information on best practice and guidance for social media, please see the Marketing departmental page located on the SWS Intranet.

### 4 Scope

This policy applies to all employees and applies to the use of social media at work for business, whether that social media use takes place on Company premises, while travelling for business or while working from home.

For the purposes of this policy, social media is any online platform or app that allows parties to communicate instantly with each other or to share data in a public forum. This includes but is not limited to social forums such as Instagram, Twitter, Facebook, Snapchat, TikTok and LinkedIn. Social media also covers blogs and videos, Stories, Reels and image-sharing websites such as YouTube.

### 5 Roles and Responsibilities

Everyone who operates or has access to a Company social media account or who uses their personal social media accounts for work is responsible for implementing this policy.

- a. Key responsibilities include:

- i. The Marketing Team is ultimately responsible for ensuring that the Company uses social media safely, appropriately and in line with the Company's objectives.
- ii. The Marketing Team is responsible for providing tools and platforms to manage the Company's social media presence and track any key performance indicators. They are also responsible for proactively monitoring social media security threats.
- iii. The Marketing Team is responsible for the ownership of the corporate pages and is responsible for the continual management of the corporate social media pages and therefore responsible for responding to comments, messages, and content creation across these platforms.
- iv. Each branch is responsible for the continual management of the Branch-specific social media page(s) and is therefore responsible for responding to comments, messages, and content creation across each relevant platform.

#### **b. Facebook-Specific responsibilities and access include:**

The Marketing Team is responsible for managing access to the branch Facebook pages for the branches. This encompasses the administration of access to the branch page, ensuring the correct page roles are assigned and that the people who need access have access.

Area/Senior managers are responsible for encouraging each branch to actively use Facebook as a key business tool. Area/Senior managers are responsible for requesting paid adverts on behalf of their branches with prior budgetary approval from their Director. All requests should be submitted through the Social Media Advert Approval link on the intranet.

Branch Managers, and any employees given editor access, are responsible for the ownership of content produced, responding to messages, and replying to comments. Branch managers should liaise with all team members to oversee the publishing of content in line with the guidance provided and this policy. The Branch Manager is responsible for ensuring comments are replied to, messages responded to within 24 hours and should proactively promote the use of Facebook in our day-to-day business.

Managers at all levels are expected to promote best practice and ensure their team is following the guidelines set out in this policy and in the Media Resource Library.

#### **c. All other social media platform responsibilities include:**

Area, Senior and Branch Managers are responsible for the proper administration, access levels and use of official branch social media pages (other than Facebook) in line with the guidance provided in this policy.

Specific attention should be given to the following:

- i. Ensuring all imagery is taken from the Media Resource Library – images should never be downloaded from the internet and shared.
- ii. If using photos of a Company branch or of employees, ensure these are of a high quality and anybody involved has given consent for them to be used on social media. These images should be sent to the Marketing team to be branded if they are to be shared.
- iii. Messages are responded to in a polite and timely manner.
- iv. The Company is represented appropriately.
- v. Any use of logos is in line with branding guidelines found in the Media Resource Library.

## 6 The 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.

### a. Authorised users

Only people who have been Authorised to use the Company's social networking accounts may do so. Authorisation is provided by the Area or Senior Manager and 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.

### b. Creating social media accounts

New social media accounts in the Company's name must not be created by anyone other than by the Marketing Team.

### c. Purpose of company social media accounts

The Company encourages employees to make reasonable and appropriate use of social media as part of their work, or otherwise use these accounts when that use is clearly in line with the Company's overall objectives.