

Social Media Acceptable Use Policy

2021-22

Introduction

Social media is a valuable tool in both a personal and professional capacity. Social media is a place where people exchange information, opinions and experiences to learn, develop and access services.

Purpose

This Social Media Acceptable Use Policy provides a framework for the use of social media. The purpose of the policy is to provide clarity how employees and third parties should use social media and sets out the expected standards of behaviour. This policy will be published on the Longworth website and will be communicated to all interested parties.

Scope

The scope of this policy covers all Longworth employees and third parties working with our business. 'Social Media' refers to a variety of online communities e.g. blogs, social networks, chat rooms, video platforms etc. this policy covers all of these and the list is not exhaustive.

Responsibility

The board of directors take responsibility for ensuring the business operates in line with this policy and commits to taking appropriate action where necessary.

The Longworth Social Media Acceptable Use Policy policy statement means:

- We reserve the right to monitor social media use on any platform by our employees and third parties (including personal and professional use).
- We expect employees and third parties to act responsibly when using social media, particularly in relation to the business, our supply chain, our reputation and our values.
- Employees should follow any confidentiality placed on business activities from Longworth or any of our third party stakeholders.
- All employees are expected to display courtesy and respect to other employees, our clients and third party stakeholders.
- It is recognised under the Human Rights Act 1998 that everyone has the right to respect for their private life and family life, home and correspondence.
- We will investigate any complaints made in relation to social media use in line with our employee handbook and this policy.

Employees Using Social Media for Business

This policy should be read alongside the employee handbook. Users should not:

- Create or transmit material that might be defamatory or incur liability for the company.
- Post messages, 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 or 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 belief, 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 material 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 Longworth's or a third party's image or reputation.
- Discuss colleagues, customers or suppliers without their approval.
- Post, upload, forward or link spam, junk email, chain emails and messages

Representing Longworth on Social Media

In general employees must only post updates, messages or otherwise use these accounts in line with the company's objectives. For instance employees may:

- Respond to customer enquiries and requests for help.
- Share blog posts, articles and other content created by the company.
- Share insightful articles, videos media and other content relevant to the business, but created by others.
- Provide followers with an insight into what happens within the company.
- Post job opportunities, articles and information about Longworth as an employer.
- Support new product launches and other initiatives.
- Report, without delay, any concerns on social media to enable prompt action

The employees responsible for the business social media accounts are expected to act professionally and they are to protect the company's reputation by conducting themselves in line with this policy. They are to:

- Be respectful, polite and patient, when engaging in conversations on behalf of Longworth
- Not speak on matters outside their field of expertise.
- Not post discriminatory, offensive or libellous content and commentary.
- Remove offensive content as quickly as possible.
- Correct any misleading or false content as quickly as possible.

Any individuals who are contacted by the media must direct the individual to a company director and not engage in conversation in relation to the business, its activities or employees.

Employees are not to liaise with business clients or other parties in relation to the business activities or other employees via personal social media accounts.

The company operates its social media policy presence in line with a strategy that focuses on the most appropriate social networks, in keeping with our business, given available resource. Periodic audits will be carried out to ensure no unauthorised accounts have been established in the name of Longworth.

Monitoring use of Social Media

Longworth IT and internet resources – including computers, tablets, smart phones and internet connections are provided for legitimate business use. Longworth will therefore monitor how social networks are used and accessed through these resources. Any such monitoring or examination will only be carried out by authorised persons.

All data relating to social networks written, sent or received through Longworth systems is part of official company records. The company can be legally compelled to show information to law enforcement agencies or other parties.

Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media.
- Disclosing confidential or proprietary information through personal or business accounts.
- Directing offensive comments towards other members of the online community.

Unacceptable activity includes, but is not limited to:

- Making comments which Longworth deem abusive, offensive, obscene, vulgar or violent.
- Abusing, threatening, stalking, harassing or in any way attacking other users on the platforms.
- Posting any content that is offensive or derogatory toward others in regard to race/ethnicity, religion, gender, nationality or political beliefs.
- Using any language or content that is disruptive, repetitive, misleading, deceptive, unlawful or fraudulent.
- Trolling.
- Commercial solicitation.
- Uploading or attaching files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation or compromise the security of computers and networks.
- Violations of intellectual property rights.

We will remove, block, report or ban any user or customer who encourages others to post unacceptable content, uses offensive images and/or has an offensive user profile.



Paul Smith
Managing Director

Date: 1st December 2021

Scheduled Review Date: 30th November 2022

