

Red House Legal Briefing

Social Media Policy



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Social Media Policy

The row last week between Gary Lineker and the BBC serves as a welcome reminder that it is sensible to have a fit for purpose Social Media Policy in place AND make sure all staff are aware of it.

The policy should ideally contain the following;

- An explanation of what you mean by Social Media - some people may think the policy only applies to LinkedIn and work focussed media. It should be comprehensive and cover everything from Twitter to Instagram, Facebook to LinkedIn.
- Explain who is responsible for implementing the policy within the business.
- Explain that Social Media should not be used in a way that breaches your other policies, including but not limited to bullying, harassment, discrimination and data protection.
- Warn against providing references on Social Media (even in a well meaning personal capacity) which can be attributed to the business and create a legal liability on the business.
- Consider whether to prohibit the personal use of Social Media during working hours.
- Provide clear guidance on the use of Social Media generally. Give examples of situations which must be avoided, such as expressing opinions on Social Media which could be attributed to the business.
- Provide clear guidelines for responsible use.
- Take a clear position on monitoring.
- Make it very clear what the consequences are should there be a breach of the policy.

Every business will have its own view culturally on how far the policy should go. However it's really important that any policy is clear, is adhered to, staff are made aware of it and ideally training carried out on the subject.

If you have any questions about this topic or need a review of any existing policy, please let us know.

Best regards

Stephen