



DJ ADZ | Parties & Event Hire

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Social Media Policy

Introduction

Employees of DJ ADZ | Parties & Event Hire may be able to access social media services and social networking websites at work, either through company IT systems or via their own personal equipment.

This social media policy describes the rules governing use of social media at DJ ADZ | Parties & Event Hire

It sets out how staff must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the company on their personal accounts.

This policy should be read alongside other key policies. The company's internet use policy is particularly relevant to staff using social media.

Why this policy exists

Social media can bring significant benefits to [company name], particularly for building relationships with current and potential customers.

However, it's important that employees who use social media within the company do so in a way that enhances the company's prospects.

A misjudged status update can generate complaints or damage the company's reputation. There are also security and data protection issues to consider.

This policy explains how employees can use social media safely and effectively.

Responsibilities

Everyone who operates our social media accounts may also use their personal social media accounts at work and also have the same responsibility for implementing this policy.

However, these people have key responsibilities:

- The **[social media manager]** is ultimately responsible for ensuring that DJ ADZ | Parties & Event Hire uses social media safely, appropriately and in line with the company's objectives.

- The **[IT manager]** is responsible for providing apps and tools to manage the company's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats.
- The **[marketing manager]** is responsible for working with the [social media manager] to roll out marketing ideas and campaigns through our social media channels.
- The **[customer service manager]** is responsible for ensuring requests for assistance and support made via social media are followed up.

The power of social media

DJ ADZ | Parties & Event Hire recognises that social media offers a platform for the company to perform marketing, stay connected with customers and build its profile online.

The company also believes its staff should be involved in industry conversations on social networks. Social media is an excellent way for employees to make useful connections, share ideas and shape discussions.

Basic advice

Regardless of which social networks employees are using, or whether they're using business or personal accounts on company time, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Employees should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Staff should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Staff members can always consult the [social media manager] for advice.
- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Employees should adopt the same level of courtesy used when communicating via email.
- **Look out for security threats.** Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- **Keep personal use reasonable.** Although the company believes that having employees who are active on social media can be valuable both to those employees and to the business, staff should exercise restraint in how much personal use of social media they make during working hours.
- **Don't make promises without checking.** Some social networks are very public, so employees should not make any commitments or promises on behalf of [company name] without

checking that the company can deliver on the promises. Direct any enquiries to the [social media manager].

- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel — usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding, and hold back if they are in any doubt at all.

This part of the social media policy covers all use of social media accounts owned and run by the company.

Authorised users

Only people who have been authorised to use the company's social networking accounts may do so.

Authorisation is usually provided by the [social media manager]. It 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.

Creating social media accounts

New social media accounts in the company's name must not be created unless approved by the [social media manager].

The company operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

If there is a case to be made for opening a new account, employees should raise this with the [social media manager].

Purpose of company social media accounts

DJ ADZ | Parties & Event Hire social media accounts may be used for many different purposes.

In general, employees should only post updates, messages or otherwise use these accounts when that use is clearly in line with the company's overall objectives.

For instance, employees may use company social media accounts to:

- 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 fans or followers with **an insight into what goes on at the company**
- Promote **marketing campaigns** and special offers
- Support **new product launches** and other initiatives

Social media is a powerful tool that changes quickly. Employees are encouraged to think of new ways to use it, and to put those ideas to the [social media manager].

Inappropriate content and uses

Our Company social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the company into disrepute.

When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

The value of social media

DJ ADZ | Parties & Event Hire recognises that employees' personal social media accounts can generate a number of benefits. For instance:

- Staff members can make **industry contacts** that may be useful in their jobs
- Employees can discover content to help them **learn and develop** in their role
- By posting about the company, staff members can help to **build the business' profile** online

As a result, the company is happy for employees to spend a reasonable amount of time using their personal social media accounts at work.

Copyright

DJ ADZ | Parties & Event Hire respects and operates within copyright laws. Users may not use social media to:

- Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party.

- If staff wish to **share content published on another website**, they are free to do so if that website has obvious sharing buttons or functions on it.
- Share links to **illegal copies** of music, films, games or other software.
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Security and data protection

Employees should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Users must not:

- Share or link to any content or information owned by the company that could be considered **confidential or commercially sensitive**.

This might include sales figures, details of key customers, or information about future strategy or marketing campaigns.

- Share or link to any content or information owned by another company or person that could be considered **confidential or commercially sensitive**.

For example, if a competitor's marketing strategy was leaked online, employees of DJ ADZ | Parties & Event Hire should not mention it on social media.

- Share or link to data in any way that could breach the company's **data protection policy**.

Protect social accounts

- Company social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.
- Wherever possible, employees should use **two-factor authentication** (often called mobile phone verification) to safeguard company accounts.
- Staff must not use a new piece of **software, app or service** with any of the company's social media accounts without receiving approval from the [social media manager].

Avoid social scams

- Staff should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the company or its customers.

Published May 2019