



Social Media Acceptable Use Policy 2024 – 2025

Table of Contents

Section

1.0 Introduction & Purpose

2.0 Scope

3.0 Policy Principles

Responsibilities

4.0 Directors & Managers

5.0 Social Media Manager

6.0 Workers

7.0 Workers Use of Social Media

8.0 Compliance with this Policy

1.0 Introduction & Purpose

1.1 In society Social Media is a place where people exchange information, opinions and experiences to learn, develop and access services.

1.2 Therefore this Social Media Acceptable Use Policy provides guidance to workers (see definition of workers in section 2.1.3) on the use of social media, both for business and personal purposes and sets clear expectations of conduct required. This is to ensure that workers are able to use social media effectively for both business and personal purposes without inadvertently placing themselves in a situation where the appropriateness of their conduct is called into question.

1.3 The purpose of this policy is to explain how the workers of SG Civil Engineering Ltd should use social media and sets out the standards of behaviour expected from workers, customers third parties and users.

2.0 Scope

2.1 Policy definitions;

2.1.1 'The Company' refers to SG Civil Engineering Ltd;

2.1.2 "Social media" refers to a variety of online communities e.g. blogs, social networks, chat rooms and forums to which the policy covers all aspects of these;

2.1.3 The term 'Workers' applies to all of the company's employees and to individuals such as consultants and sub-contractors, those supplied by agencies who work with the company, third parties providing services to the company including their employees and to those individuals who operate under the direction of the company;

2.1.4 "User" refers to workers who use social media in a professional or personal capacity, as well as the public audiences of these channels;

2.1.5 "Follower" refers to a public follower of SG Civil Engineering Ltd Social Media Channels.

3.0 Policy Principles

3.1 We expect all workers to act carefully and responsibly to protect the company's image and reputation.

3.2 Workers should follow our Privacy, Confidentiality Data Protection Policy.

3.3 All workers are expected to display courtesy and respect to our customers, clients and other workers engaged on our projects.

Responsibilities

4.0 Directors & Managers

4.1 The Directors and Managers must set an appropriate standard of behaviour at all times, shall lead by example, promote the aims and objectives of this policy and ensure that those they manage adhere to the policy.

5.0 Social Media Manager

5.1 The Company have appointed a Social Media Manager who will control all content that is uploaded to the various Social Media Channels used by the Company;

5.2 The Social Media Manager **must not**;

5.2.1 Create or transmit material that might be defamatory or incur liability for the company. Workers using social media for business purposes will be given clear guidance on what this means;

5.2.2 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;

- Gender (inc reassignment)
- Sexual orientation
- Marital or civil partner status
- Race, religion & belief
- Colour, nationality, ethnic or national origin
- Disability,
- Age
- Pregnancy
- Political Affiliation - Trade Union membership, Fixed-Term or Part-Time status

or any other characteristic protected by law.

5.2.3 Use social media for any illegal or criminal activities.

5.2.4 Send offensive or harassing material to others via social media.

5.2.5 Broadcast unsolicited views on social, political, religious or other non-business related matters.

5.2.6 Use social media for advertising or endorsement purposes.

5.2.7 Send or post messages or material that could damage the Company's image or reputation.

5.2.8 Discuss colleagues, other workers, customers or suppliers without their approval.

5.2.9 Respect client confidentiality when posting material related to ongoing projects

5.2.10 Post, upload, forward or link spam, junk email, chain emails and messages.

6.0 Workers

6.1 Any worker who posts or comments on the Company Social Media Accounts must;

- Be respectful, polite and patient, when engaging in conversations on the Company's behalf;
- Not speak on matters outside their field of expertise;
- Not post discriminatory, offensive or libellous content and commentary;
- Report any misleading or false content as quickly as possible to the Social Media Manager;
- Not make any kind of personal attack or tasteless or offensive remarks to individuals or groups;
- Not upload any photographs or videos taken on site without the express permission of the Social Media Manager.

6.2 Workers who have been contacted by journalists via social media must refer such enquiries to the Company Registered Office.

6.3 Workers must not interact with customers in a business capacity using their personal social media accounts.

7.0 Workers use of Personal Social Media

7.1 The Company allows workers to access their personal accounts at work. We expect the individuals to act responsibly and ensure their productivity and site safety is not affected. Using personal social media excessively while at work can reduce efficiency and concentration and lead to Health and Safety concerns on site and must therefore be restricted to break periods.

7.2 Whilst the Company workers have a right to a private life and freedom of expression, all workers must avoid making any comment on their personal social media accounts which is likely to harm the security or reputation of the Company its workers and fellow colleagues.

7.3 Additionally, where a worker's personal social media profiles identify their association with the Company, care must be taken when posting content whilst on Company business, travelling out of hours or socialising on a business related event or trip.

7.4 Workers **must not** take photographs or videos whilst on site or engaged in work with the Company, unless with the express permission of the Social Media Manager or one of the Company Directors. Due to client confidentiality, any photographs or videos that have been approved to be taken (by either a Director or by the Social Media Manager) must not be shared on any of the Company's or Personal Social Media Channels without the express permission of the Social Media Manager.

8.0 Compliance with this Policy

8.1 All levels of management and workers must comply this policy.

8.2. If an any manager or worker is found to have breached the terms of this policy, they will be liable to disciplinary action up to and including termination of employment. Any other worker who is not a direct employee of the Company will be taken through the process of the internal Red & Yellow Card system.

8.3 The Company will remove, block, report or ban any user or follower who:

- Encourages others to post unacceptable content;
- Uses offensive images as their profile picture;
- Has an offensive username.



S Gallagher
Operations Director
SG Civil Engineering Ltd

1st June 2024