

Social Media Policy

Policy Statement

The use of social media grows rapidly year on year, with more applications and services being created. Thus, the reason Genesis Training Group Limited (Genesis) has made the decision to refer to "Social Media", for the purpose of this policy as, all services used for social networking, professional platforms and will include messenger applications i.e. Whatsapp.

This policy will consider two separate elements: personal use of social media accounts and representing Genesis through social media.

Personal Use of Social Media

Most employees have social media, of some form. Employees should regularly check the privacy settings on their social networking sites, they should consider whether they want or need co-workers to see their profiles.

You are not permitted to access any social media for your personal use during working time or using the Information Systems at any other time. We may monitor your use of its systems, including use of social media sites.

Business use of Social Media

If you are required or permitted to use social media sites in the course of performing your duties for or on behalf of us, you should ensure that such use has appropriate authorisation and that it complies with the standards set out in this policy.

Responsible use of Social Media

Employees must not use social media in a way that might breach any of our policies, any express or implied contractual obligations, legislation, or regulatory requirements. Use of social media must comply with:

- the Equality and Bullying and Harassment Policies.

- rules of relevant regulatory bodies.
- contractual confidentiality requirements.
- other key policies/requirements.

In your use of social media, you must not:

- make disparaging or defamatory statements about us, our employees, clients, customers, or suppliers.
- harass, bully or unlawfully discriminate in any way.
- use data obtained in the course of your employment with us in any way which breaches the provisions of the General Data Protection Regulations.
- breach copyright belonging to us.
- disclose any intellectual property, confidential or commercially sensitive information relating to our business.
- make statements which cause, or may cause, harm to our reputation or otherwise be prejudicial to our interests.

You should avoid using social media communications that might be misconstrued in a way that could damage our business reputation.

You should make it clear in personal postings that you are speaking on your own behalf. If you disclose that you are an employee of us, you must state that your views do not represent those of your employer. For example, you could state, "the views in this posting do not represent the views of my employer".

Remember that you are personally responsible for what you communicate in social media. Often materials published will be widely accessible by the public and will remain accessible for a long time. If you are uncertain or concerned about the appropriateness of any statement or posting, you should discuss it with [your manager] before making the post.

Breach of this Policy

Contravention of this policy in any way may lead to disciplinary action being taken including your dismissal from the organisation.


Version Control

Version History	Content Changed
1 – 11 th January 2021	Policy produced
2 – 18 th October 2021	Branding updated to Genesis Training Group

Review and Ratification

Next Review Date	Reason for Review
October 2022	Legislation update

Dated: 18th October 2021

Signed: 

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Position: Operations Director