

Social Media Policy

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The Create Approach Ltd is an online 1: 1 mentoring provision and does not currently provide physical face to face or group. A parent is present during sessions. Aspects of this policy have been written to accommodate any possible future changes.

1. What does this policy cover and who is covered?

This policy explains your responsibilities when you use social media, both on our business premises and in your own time. It confirms that The Create Approach Ltd may monitor your use of social media, the internet and any other IT or IT-related device usage by you, to verify your compliance with our policy when using our devices.

For the purposes of this policy, social media means and includes:

a) Websites and applications where users are able to create and share content and/or take part in online networking. This includes, but is not limited to the following:

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn
- Pinterest
- Google+
- Flickr
- Slack
- Tumblr
- Reddit
- Shapr

(These are some of the most common examples; however, this policy covers all social media, including any and all new variations and offerings, as these come into existence)

b) Personal blogs

c) Any posts you might make on other people's blogs, and

d) All online forums and noticeboards.

Besides creating social media posts directly, 'posting' for these purposes additionally includes retweeting/re-circulating, or otherwise sharing third party posted content, commenting on a third party's post or liking it. This also includes the scheduling of posts on any social media scheduling services such as Hootsuite, HiPlay or Buffer, for example.

By using our IT resources and systems, as well as any devices provided to you by us and which enable your access to and use of our IT resources and systems, you consent, on each and every usage, to our monitoring activity.

Failure to comply with this policy may lead to action being taken by The Create Approach Ltd against you, under our Disciplinary Policy, which in the case of serious breaches, may result in your dismissal from the business on grounds of gross misconduct.

We will require you to remove any social media or other postings which you publish or place in breach of this policy. If you refuse or fail to do so, this will be treated by us as a serious disciplinary matter under our Disciplinary Policy.

You may also face legal proceedings from The Create Approach Ltd and potentially affected third parties as well, if your social media, internet usage or other IT activity causes harm to our business or to its reputation, is offensive or derogatory or discloses confidential information, and/or to other named individuals whose reputations are damaged by your actions.

You should contact Kelly Sherman, the founder of The Create Approach, if you find anything posted to a social media site that breaches this policy or otherwise brings The Create Approach Ltd into disrepute.

2. Who does it apply to?

All The Create Approach Ltd employees, learners, volunteers and anyone else working for The Create Approach.

3. It is not part of your employment contract.

This policy is not part of your employment contract. We, The Create Approach, may amend this policy at any time.

4. Use of social media at work

Unless you need to do so as part of your job, and you have the prior approval of The Create Approach Ltd to do so, you must not use Company IT resources to access social media at work.

You must also ensure that your use of these resources and access to social media does not interfere with your duties. If in our opinion it is interfering with your duties, we will require you to cease your usage or to set other conditions that we consider appropriate and proportionate to ensuring that you are able to focus on your job and properly perform your contracted duties. Failure to comply with any instructions that we give in these circumstances may be treated by us as a disciplinary matter and handled according to our Disciplinary Policy.

If you are not authorised to post content on the social media accounts belonging to The Create Approach, you must not do so without express approval in advance from Kelly Sherman, the founder of The Create Approach.

If you are authorised to post content to our accounts, your access will be stopped immediately if you abuse this policy in any way (including by providing access to our accounts to any third parties without approval from Kelly Sherman, the founder of The Create Approach).

Those leaving The Create Approach Ltd will be asked for their user names and passwords and their accounts and/or access permissions will be revoked.

If you are authorised to access and/or post to our accounts, we may ask you to provide us with your user names and passwords and you will be expected to promptly comply with such requests or face disciplinary action.

5. Your social media obligations and responsibilities

It is your duty to protect The Create Approach's interests. This means, for example, (but not exhaustively) that:

General obligations

- a) You must not publish anything that could directly or indirectly damage these interests or that might compromise our reputation.
- b) If you are ever unsure about the appropriateness of a publication, whether it complies with this policy and/or whether it is necessary, you should seek prior views and approval to publish from Kelly Sherman, the founder of The Create Approach, before taking any further action, and absolutely before posting that content.
- c) Unless you have been specifically authorised to do so, and the content of your communication has been approved by Kelly Sherman, you must not speak on behalf of The Create Approach Ltd or indeed, on behalf of any other person within our business or connected with it.
- d) Social media is generally a public resource – and one where posts can be freely and rapidly shared, often without material moderation, control or constraint. You should assume that anything you publish anywhere will sooner or later reach the public domain. When you share content posted by others, remember that you may be seen as giving tacit approval to opinions that could bring the Company into disrepute.
- e) Always respect copyright, and always check whether a third party's content is provided before you reuse or repost it.

What and how you post

- f) Anything you post must be accurate and lawful.

- g) You must not publish any of The Create Approach's trading secrets and confidential information. This includes not posting anything that relates, for example (and non-exhaustively), to any of the following:
- The Create Approach's Ltd intellectual property.
 - The Create Approach's Ltd trade secrets.
 - Unpublished details of The Create Approach's Ltd current or future trading performance.
 - Information of any description that is clearly intended for internal use only.
 - Anything else that is not already in the public domain (and not as a result of you having unlawfully leaked or disclosed it).
- h) It must be clear at all times that unless (with prior permission from Kelly Sherman, the founder of The Create Approach Ltd to do so), you are posting on behalf of our business and for the purpose of relating our business' position on something specific, any opinions you express are your own and that you are not speaking on The Create Approach Ltd behalf.
- i) You are personally responsible for your own social media accounts and all content that may be posted on or linked to them.
- j) For your own social accounts, you must use your personal email address and contact details, not your work email address or any other contact details that we provide to you so that you can be contacted at work.
- k) There must never be any confusion between any personal social media account belonging to you and any of our business accounts.
- l) We also insist that you never use our logo, trademark, or other corporate artwork in anything you post or as part of any of your social media profiles, unless you have our express consent to do so, in advance of any publication.
- m) You remain at all times a representative of and ambassador for our business. This means that you must ensure your profiles and postings are at all times appropriate and not in any way at risk of bringing our business into disrepute or any controversy. Even if you do not name us as your employer, people who know you and where you work may still make an unwelcome association with The Create Approach Ltd if your social media activity is unprofessional and/or damaging to us. If you are in any doubt about what is and is not acceptable, please talk to Kelly Sherman, the founder of The Create Approach.

Your tone of voice and the importance of being respectful

- n) Many people use social media in a personal capacity to have a rant. Take care when engaging in any such public outbursts that you are not damaging both your personal and our business reputations for professionalism and moderation. Do not criticise The Create Approach Ltd or any other business or individual (including our suppliers, clients, business associates or your colleagues).
- o) Be respectful of others when using social media. Just as in the workplace and during working hours, where we do not tolerate bullying or harassment and unfair discrimination on any grounds,

we also do not tolerate it on social media either. You must not engage in activities on social media which would breach not just this policy, but also our other policies, including especially our Equal Opportunities and Diversity policy and our Bullying and Harassment policy. You must familiarise yourself with these policies, so that you understand the types of conduct that we prohibit, including on social media. Examples of these prohibited actions include:

- Making unlawful or disrespectful comments
 - Using abusive or threatening language
 - Posting sexually explicit language or images
 - Publishing false or misleading statements
 - Trolling (starting or pursuing arguments in an online community with the intention of disrupting normal discussions within that community)
 - Impersonating your colleagues or third parties
 - Inciting somebody to commit a crime.
- p) If you are being bullied, harassed or otherwise victimised on social media by another The Create Approach Ltd worker, you must follow the process laid out in our Harassment and Bullying Policy.
- q) Be respectful of our business also. We will not tolerate the airing of grievances about our business or any of its activities on social media. If you want to make a complaint, you should use our internal process, raising it first with Kelly Sherman, the founder of The Create Approach. If your concern remains unresolved, you must then follow our Grievance Policy.

Images and other people's personal details

- r) Consent to the posting of any photographic or videographic images containing colleagues and/or other people must have the express consent of those persons to be a part of this posting. Do not publish without this consent.
- s) Do not publish any other images where you have not first acquired any and all permissions (including copyright) to do so.
- t) Do not publish any person's personal details unless you have their express consent to do so (as well as the consent of Kelly Sherman, the founder of The Create Approach Ltd if applicable), and this is strictly necessary for the legitimate business objective underpinning the posting.