**Pathway To Potential - Social Media Policy**

**Purpose:**

This Social Media Policy is designed to provide guidelines for employees of Pathway To Potential when using social media platforms for both professional and personal purposes. It aims to protect the company's reputation, ensure compliance with relevant laws and regulations, and promote responsible and respectful social media conduct.

**Scope:**

This policy applies to all employees, contractors, consultants, and any other individuals representing Pathway To Potential on social media platforms.

**Policy Guidelines:**

1. **Professional Conduct:**
	* When representing Pathway To Potential on social media platforms, employees must maintain a professional and respectful tone at all times.
	* Refrain from engaging in any activity that could harm the company's reputation or interests.
2. **Disclaimers:**
	* When expressing personal opinions on social media, employees should make it clear that they are speaking for themselves and not on behalf of Pathway To Potential.
	* Use a disclaimer in your social media profiles if applicable (e.g., "Views expressed are my own and not those of my employer").
3. **Confidential Information:**
	* Do not share any confidential, proprietary, or sensitive company information on social media. This includes financial data, trade secrets, and internal communications.
4. **Respect Privacy:**
	* Respect the privacy of colleagues, customers, and partners. Do not share personal or sensitive information about others without their consent.
5. **Intellectual Property:**
	* Do not infringe on copyrights, trademarks, or intellectual property rights when posting content on social media.
	* Always credit the source if sharing content created by others.
6. **Harassment and Discrimination:**
	* Do not engage in or condone any form of harassment, discrimination, or hate speech on social media. Report any such behaviour encountered online to the appropriate authorities or your supervisor.
7. **Security and Passwords**
* Maintain the security of the businesses social media accounts by not sharing that information with anyone outside of the organisation.
1. **Crisis Management**
* In the event of a crisis or negative situation involving the company, do not address it on social media. Refer such matters to the appropriate company spokesperson or communication channels.

**Interactions with Clients on Social Media**

**Client Privacy and Confidentiality:**

1. When interacting with clients or discussing client-related matters on social media, respect client privacy and confidentiality at all times.
2. Do not share any client-specific information, contracts, agreements, or sensitive data on public social media platforms.
3. If clients initiate discussions or inquiries on social media, respond in a professional and private manner, directing them to appropriate channels for further assistance or discussion.

**Interactions with Minors:**

1. Employees must not engage in direct social media interactions with clients who are under the age of 18.
2. If a minor client attempts to initiate a conversation on social media, promptly direct them to contact the company through official channels or involve a supervisor or appropriate personnel.

**Positive Engagement:**

1. When engaging with clients on social media, maintain a positive and helpful tone.
2. Address client concerns or questions promptly and professionally.
3. If a client expresses dissatisfaction or a complaint, offer to resolve the issue privately through directly messaging the Director (Jazmine).

**Conflict Resolution:**

1. In the event of a dispute or disagreement with a client on social media, avoid engaging in public arguments or heated exchanges.
2. Encourage clients to contact the company through official channels to address their concerns.
3. Report any unusual or concerning client interactions to your supervisor or the designated point of contact within the company.

**Maintain Professionalism:**

1. Remember that interactions with clients on social media reflect on the company's image.
2. Avoid sharing personal opinions, political views, or unrelated content in client interactions unless it is relevant to the discussion and appropriate.

**Record Keeping:**

1. Keep records of important client interactions on social media, including relevant messages or discussions, for future reference and accountability.

**Consequences of Policy Violations:**

1. Violation of this Social Media Policy may result in Disciplinary action, up to and including termination of employment or contract with Pathway To Potential, depending on the severity of the violation.

**Policy Review**

1. This policy will be reviewed regularly to ensure its relevance and effectiveness.
2. Changes and updates will be communicated to all employees.

**Acknowledgment:**

1. By continuing employment or engaging with Pathway To Potential, you acknowledge that you have read, understood, and agree to comply with this Social Media Policy.

**Date of Policy:**

05/09/2023