The Canddo Project CIC 

**Social Media Policy**

**Introduction**

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chatrooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others. This policy does not form part of your employment contract, and we may update it at any time.

**Procedures**

The following principles apply to professional use of social media on behalf of the Company as well as personal use of social media when referencing the Company.

* Employees need to know and adhere to the Company’s Code of Conduct, Employee Handbook, and other company policies when using social media in reference to the Company.
* Employees should be aware of the effect their actions may have on their images, as well as the Company reputation. The information that employees post or publish may be public information for a long time.
* Employees should be aware that the Company may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the Company, its employees, or customers.
* Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
* Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with their line manager.
* Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorised Company spokespersons.
* If employees find they encounter a work situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek their line manager
* Employees should get appropriate permission before they refer to or post images of current or former employees, volunteers, clients, customers or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
* Social media use should not interfere with employee’s responsibilities at the Company. Computer systems are to be used for business purposes only.
* The viewing of or contribution to social media during working hours or when using the Company’s communications systems is prohibited.
* When using company computer systems, use of social media for business purposes only is allowed (ex: Facebook, Twitter, the Company blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is not permitted whether by computer or mobile device and could result in disciplinary action.
* Subject to applicable law, after‐hours online activity that brings the Company into disrepute or affects the corporate image or contravenes any other company policy may subject an employee to disciplinary action which may result in dismissal. Employees should bear in mind that they owe a duty of fidelity to the Company.
* If employees publish content after‐hours that involves work or subjects associated with the Company, a disclaimer should be used, such as this: “The postings on this site are my own and may not represent [Company’s] positions, strategies or opinions.”
* It is highly recommended that employees keep the Company related social media accounts separate from personal accounts, if practical.