**Social Media Policy**

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Version Control

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| **Issue** | **Date** | **Summary of Changes** | **Initials** |
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**1. Introduction**

* 1. HIL does not allow access to social networking websites for personal use during work time. Access to some journals, blogs and social networking sites during work time may be authorised and is permitted only if it is relevant for your work only. You must always act in the best interests of the Company and comply with your obligations of confidentiality. You must abide by the Brand Guidelines (available on request) at all times.

1.2 HIL respects your right to a private life and you are encouraged to exercise discretion and use social media responsibly at all times.

1.3 It is worth noting that however private or closed off your profile may appear, nothing you post is ever completely private. Posts or photos can be screenshotted and sent on, or accounts can be hacked into - even if you delete the original there will always be a copy.

1.4 This policy does not form part of your contract of employment and may be amended at any time.

**2. Social Media Use**

2.1 If using social networking websites at work or in your private life, the following applies to you:

You must avoid making any social media communications that could damage HIL’s business, operations, or reputation, even indirectly. Social media may be used to promote HIL, for example resharing posts (events, celebrations etc.) from SEP/ HIL accounts onto your personal account.

2.2 You must not use social media to:

a. defame or disparage HIL, staff or any third party

b. harass, bully, or unlawfully discriminate against staff or third parties

c. make false or misleading statements

d. impersonate colleagues or third parties

e. upload or publish photographs, videos, or recordings without

 necessary consent

2.3 You must not express opinions on HIL’s behalf using social media, unless explicitly authorised to do so by your manager. You may be required to undergo training (internal training, external courses, etc.) in order to obtain such authorisation. You should make it clear on social media postings, and in your personal profile, that you are speaking on your own behalf, and that your posts do not represent the views of HIL.

2.4 You must not post comments about sensitive business-related topics, such as draft proposals or information belonging to any organisation (or person) with which HIL works in partnership.

2.5 You must not do anything to jeopardise our confidential information and intellectual property. You must not include our logos or other trademarks connected to the company’s work in any social media posting or in your profile on any social media. Communication for these purposes includes the use of words and images. Exclusion may apply for content which can be used to promote the business (such as LinkedIn). If you are unsure whether the content is appropriate, consult a manager.

2.6 Your social media accounts must not include hate speech, threats of violence, harassment, racial slurs or other discriminatory or illegal posts. Take into consideration that although something may not be illegal to post, it may be inappropriate and have consequences.

2.7 You are not permitted to add business contacts made during the course of your employment to personal social networking accounts.

2.8 Use of HIL’s business social media accounts

2.8.1 Business social media accounts are made for the purpose of promoting your business and building your brand. For SEP/ HEC for example, we can advertise our units and business workshops on social media.

2.8.2 Things to post which can promote our business include advertising events, workshops, units, celebrating tenant news and achievements, posting site photos, old RAF Coltishall (SEP) photos and a few fun posts e.g. behind the scenes, staff pets etc. If in doubt, please seek permission before posting content related to HIL.

2.8.3 Something to consider regarding business social media accounts is the chance of negative feedback and potential hate comments on posts. If these circumstances occur, discuss the next steps with a manager (e.g. blocking accounts etc.).

2.8.4 Under no circumstance may discriminatory content be posted to HIL social media. Under the Equality Act 2010, it is illegal to discriminate based on age, sex, race, colour, religion or belief, sexual orientation, marriage or civil partnership, gender reassignment, pregnancy or maternity, and disability.

2.8.5 Business social media pages may be used to deal with tenancy enquiries. Whether this is in relation to something posted, or a direct message, all enquiries need to be dealt with as usual via private message on social media, or telephone/ email.

2.8.6 Breach of the above, whether at work or otherwise, may result in disciplinary action being taken. This may include dismissal. You may also be required to remove any social media content that we consider to constitute a breach of this policy, and failure to comply with such a request may in itself result in disciplinary action.

**3. Social Media Guidelines**

3.1 As a general rule, if you have been approved to use the HIL social media accounts you are able to post content without individual post approval. An exception to this if there is a chance a post will cause issues or may breach confidentiality rules, you should seek advice and approval from a manager.

3.2 All posts on social media must stay within copyright laws. This means content cannot be copied from another author, whether this is text, photographs, videos etc. If consent has been given by an author to use their work (e.g. a photograph), relevant credit needs to be given.

3.3 How to use HIL social media and some guidelines to content can be found within our brand guidelines**.**

**4. Confidentiality**

4.1 The employee has an obligation to respect the confidentiality of information acquired in the course of their work and must not disclose information about customer’s business either directly or by way of casual conversation. The employee must not use such information for their personal advantage or gain or pass it to others who may use it for their advantage or gain.

**5. Data Protection**

5.1 HIL is required by law to comply with the General Data Protection Regulation 2019. An employee must ensure that personal information is processed lawfully and fairly. Personal information is information relating to a living individual who can be identified. It is an employee’s responsibility to handle all personal information properly no matter, how it is collected, recorded, and used - whether on paper, in a computer, or on other material. An employee will not disclose personal information to others unless authorised to do so. Employees should familiarise themselves with HIL’s Data Protection Policy.