

# **Enviro-Clean (Scotland) Limited**

## **Social Media & Web Policy**

### **1. Purpose**

The purpose of this policy is to introduce regulations for using social media platforms and the web during working hours and to ensure compliance with all applicable UK and EC social media and web regulations, as well as with Government initiatives relating to the ethical and lawful usage of the World Wide Web.

### **2. Definitions**

'Social media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement.

'World Wide Web' is a term defining an information system on the Internet which allows documents to be connected to other documents by hypertext links, enabling the user to search for information by moving from one document to another.

### **3. Responsibilities**

- The Managing Director has overall responsibility for the Social Media & Web Policy within the company.
- All employees have a responsibility to adhere to the Social Media & Web Policy and related guidance.
- Employees are not allowed to share any project-related materials, including but not limited to confidential corporate data, sites of working activity, customer names, photos, video, sound recordings, documents and feedback from any work site during or after working hours.
- Employees are not allowed to create public discussions about company's projects, customers and work sites on any social media platforms, web blogs and websites including but not limited to Facebook, Twitter, LinkedIn, Google+, and Blogger.
- Employees may support the company's social media marketing projects by 'liking', 'sharing', 'retweeting' and 'commenting' on any materials published on the official company pages and accounts in the relevant social media platforms and by sending materials for review and publishing to their line manager.
- Employees must not use any social media platform, website or the Internet as a whole to post comments deemed to be offensive, racist, obscene, indecent, aggressive, menacing, harassing, defamatory, intimidating, unlawful or bigoted towards member of staff, the company, a customer or commercial partner.
- Employees must not undertake any online actions that may harm the company's online image and marketing strategy.
- Employees will be required to sign a mandate confirming their agreement with the current policy.

### **4. Monitoring and Review**

- The company will make the Social Media & Web Policy available to all employees.
- This policy will be reviewed and revised annually to take account of changes in legal requirements and company commitments.
- The company will seek advice and guidance from a specialist consultant as, and when, required.

Signed:



Date: 06 October 2014

Jim McLuskey – Managing Director