



Aquatic Control Engineering

# Social Media Policy

Date Reviewed: 07/06/2023

Next Scheduled Review: 07/06/2024

## Policy

This policy sets out the use of Social Media whether using a corporate Aquatic Control Engineering account or the use of the employee's own personal accounts. The policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

Social Media refers to interactive online media that allows parties to communicate with each other or to share data in a public forum. This includes: online social forums such as, but not limited to, Twitter, Facebook and LinkedIn. Social Media also covers blogs, videos and image-sharing websites such as YouTube and Tik Tok.

Social Media is constantly evolving and the guidelines in this Social Media Policy are intended to help you open up to a respectful, knowledgeable interaction with people on the Internet. They are also intended to protect the privacy, confidentiality and interest of the Company and our current and potential employees, contractors, partners, customers, third parties and competitors.

The Company acknowledges that a high percentage of people interact socially through various social media sources, all of which are easily accessible via hand held devices and computers, which have become recognised sources of communication. Whilst we do not want to discourage employee interaction there is a clear distinction between what is respectfully acceptable and unacceptable behaviour and if such activity encroaches on the wellbeing of our workforce, the Company may take such action as it deems necessary and appropriate dependent on the circumstances, this could leave to disciplinary action in line with our disciplinary and grievance procedure.

### **Using Personal Social Media**

The company allows employees to access their personal accounts at work, during rest periods and not whilst working so productivity is not affected. Using Social Media whilst at work can reduce efficiency, productivity and concentration.

The company recognises that many employees make use of social media in a personal capacity and whilst not acting on behalf of the organisation when doing so, employees must be aware that they can damage both the organisation's reputation and their own professional reputation.

In addition, remarks which may be construed as harassment, bullying or victimisation, discrimination or disrespectful in nature towards an employee, contractor, client, customer or member of the public are unacceptable, even if they are not intended to offend. The employee must remain respectful and responsible in all circumstances.

Employees should speak respectfully to each other and about the Company and should refrain from making derogatory comments about the Company, its employees, contractors or clients. Any form of name calling, cyber bullying that encroaches on the wellbeing of employees and/or negative comments about the Company will not be condoned and could result in disciplinary action which could lead to gross misconduct.

As part of Aquatic Control Engineering's Company Policy, all employees are encouraged to use Linked In to connect with clients on social media. Facebook, Instagram and other Social media accounts are **not** suitable forums to connect with suppliers, contractors or clients of Aquatic Control Engineering and you must seek approval from the Management Team should you wish to make friends using these sites.

### **Representing Aquatic Control Engineering through Social Media**

Further to the above, some employees are “media champions” in line with their job descriptions. This allows them to handle the corporate social media accounts or speak on our company’s behalf. We expect Media Champions to act carefully and responsibly to protect our company’s image and reputation, in line with the Social Media policy as mentioned. Employees who are responsible should:

- Be respectful, polite and patient, when engaging in conversations on our company’s behalf. They should be extra careful when making declarations or promises towards customers and stakeholders
- Avoid speaking on matter outside their field or expertise where possible.
- Follow the Confidentiality policy and data protection policy, observing laws on copyright, trademarks, plagiarism and fair use.
- Major -impact content should be written by the Strategic Digital Marketing Executive.
- Avoid deleting or ignoring comments for no reason. They should listen and reply to criticism.
- Never post discriminative, offensive or libellous content and/or commentary.
- Not post any false content or information
- Not post any contact details of employees
- Not post any personal images or information
- Not post inappropriate images or non-work related images

In relation to client confidentiality, when using both personal social media and representing the company through the Aquatic Control Engineering’s social media, you must not make any posts relating to the location or work that you are undertaking (for example site surveys or project completion) unless you have gained authorisation from the Strategic Digital Marketing Executive or Sales Director.

### **Company WhatsApp Business policy “ACE Group Chat”**

The company has decided to have a company WhatsApp group to share company information.

The ACE WhatsApp group includes both work and personal mobiles. All employees that have a company mobile phone will be added to the group chat. Employees who wish to be added to the group and are using a personal mobile phone must give their consent to do so.

Any employees who do not wish to be a part of the ACE Group Chat must notify HR and they will be removed.

The Admin of the WhatsApp group must ensure they have consent from the employee when adding personal telephone numbers.

The Company WhatsApp group is a forum for professional usage and employees must not:

- post inappropriate pictures or comments about the company, contractors, suppliers, customers or another employee.
- Not invite external parties to the company to the WhatsApp group
- Not intentionally post something that could offend or upset another individual
- Not issue any personal information on this group
- Not use personal mobile numbers issued as a part of this group unless they have consent from the individual

Examples of usage of the Company WhatsApp group are as follows:

- Exchange of photos when on site
- Exchange of photos when at shows or exhibitions
- Exchange of important project or engineering related information
- Weather warnings
- General Security Warnings
- Emergencies
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In line with your Contract of Employment, reference clause 8, Confidential Information may be shared on the Company ACE WhatsApp group and via Confidential, internal company communications. It is outlined here that a condition of your employment is that you maintain strictly confidential at all times.

### **Disciplinary Consequences**

We monitor all social media postings where the company may be affected.

Should you not comply to the Social Media policy set out above, this may lead to disciplinary action in line with the disciplinary and grievance procedure.

Date: 7<sup>th</sup> June 2023

Signed:



Stephen Randall  
Managing Director