

Swift Office Cleaning Services

Social Media Policy

What This Policy Covers

This policy sets out the Company's position on employees' use of social networking websites and blogs, whether conducted on Company media and in work time or your own private media in your own time. This Policy should be read with the Swift Staff Confidentiality Policy.

Your Responsibilities

Social networking websites and blogs offer a useful means of keeping in touch with friends and colleagues, and they can be used to exchange views and thoughts on shared interests, both personal and work-related.

The Company does not object to you setting up personal accounts on social networking websites or blogs on the internet, in your own time and using your own computer systems. However, you must not do so on Company media or in work time.

You must not link your personal social networking accounts or blogs to the Company's website. Any such links require the Company's prior consent.

You should be aware that your online behaviour could break defamation, data protection or privacy laws. For instance, if an employee posted damaging or libellous comments about a company or its products or publishing sensitive commercial data; or if an employer divulged protected personal data, such as giving away details of salary, political or religious beliefs or disciplinary records.

You must not disclose Company secrets, breach copyright, defame the Company or its clients, their clients or employees, suppliers, customers or employees, or disclose personal data or information about an individual that could breach the Data Protection Act 1998 on your blog or on your social networking website.

Social networking website posts or blogs should not be insulting or abusive to employees, suppliers, Company contacts, clients or customers. You should be aware that the Company regards this as gross misconduct that may result in disciplinary action up to and including dismissal without notice.

Photography at any of our clients' sites is not allowed without express written permission of the client or the management of Swift Office Cleaning Services.

Personal Liability: Remember that you are personally responsible and may be legally liable for what you communicate on Social Media. Public statements of this type can create legal issues in several different ways including for being defamatory, breach of confidence, infringement of intellectual property or amounting to unlawful harassment.

Confidentiality: You will not at any time either during your employment or afterwards, to the detriment or prejudice of the Company or its staff, the Company's clients, their clients or staff breach copyright, use or divulge to any person, firm or company, except in the proper course of your duties during your employment by the Company, any confidential information identifying or relating to the Company, its clients, their staff or their clients details of which are not in the public domain, or such confidential information or trade secrets relating to the business of any client of the Company which have come to your knowledge during your employment. This obligation shall continue in perpetuity. Photography is not permitted on our clients' sites unless written permission has been given by the client or the management of Swift Office Cleaning. The use of mobile devices or electronic devices is not permitted whilst on client's premises.

You must not disclose Company secrets, breach copyright, defame the Company or its clients, client's clients, suppliers or employees, or disclose personal data or information about an individual that could breach the Data Protection Act 1998 or upload photographs taken at our clients' site on your blog or on any social networking website.

Disclosures of confidential information, trade secrets or disclosures of any data of a personal nature can result in prosecution for an offence under the Data Protection Act 1998 or an action for civil damages under the same Act. In addition to any disciplinary action taken by Swift Office Cleaning which may lead to dismissal Swift may pursue you for all liabilities, costs, (including legal costs) expenses, damages and losses suffered or incurred by Swift Office Cleaning Services arising from any breach of this policy and/or from the acts or omissions of you or someone representing you.

References to the Company

If a reference is made to your employment or to the Company, you should state to the reader that the views that you express are your views only and that they do not reflect the views of the Company. You should include a notice such as the following:

'The views expressed on this website/blog are mine alone and do not reflect the views of my employer'

You should always be conscious of your duty as an employee to act in good faith and in the best interests of the Company under UK law. The Company will not tolerate criticisms posted in messages in the public domain or on blogs about the Company or any other person connected to the Company.

You must not bring the Company into disrepute through the content of your website entries or your blogs.

Any misuse of social networking websites or blogs as mentioned above may be regarded as a disciplinary offence and may result in dismissal without notice. You should be aware that any information contained in social networking websites may be used in evidence, if relevant, to any disciplinary proceedings.

Third Parties

You must not disclose any information that is confidential or proprietary to the Company or to any third party that has disclosed information to the Company. The Company's Data Protection Policy provides guidance about what constitutes confidential information.

Procedure

Breaches of this policy will be dealt with under the Company's Disciplinary Procedure. You should be aware that the Company regards a breach of any part of this policy as gross misconduct that may result in disciplinary action up to and including dismissal without notice.

If you become aware of information relating to the Company posted on the internet, you should bring this to the attention of your manager.

What is social media?

Social media is a term used to describe a suite of applications or tools on the Internet and is sometimes referred to as Web 2.0. Social media is unique because it supports collaboration and the sharing of ideas and opinions across a global scale and the content is usually managed by the users rather than the provider of the applications.

Social media activities can include, but are not limited to:

- maintaining a profile page on social/business networking site such as Facebook, Twitter or LinkedIn
- writing or commenting on a blog, whether it is your own or the blog of another person
- taking part in discussions on web forums or message boards
- leaving product or service reviews on business websites or customer review websites
- taking part in online polls.

Businesses are finding ways to use social media to help them achieve their objectives through engaging their employees in new and innovative ways, building new relationships with clients, customers and suppliers and managing their brand and reputation online.

Policy Aims

The widespread availability of social media means it is important to understand how to use it effectively and sensibly, both in the workplace and during personal use.

This policy aims to ensure that Swift Office Cleaning Services is not exposed to legal and governance risks using social media and that its reputation is not adversely affected.

This policy also aims to ensure that employees of Swift Office Cleaning Services are protected while using social media and feel empowered to contribute to collaborative online activity when it supports their role within the company.

The policy applies to all workers and employees of Swift Office Cleaning Services, from senior managers to temporary workers, and to all users of social media.

Guiding principles

Swift Office Cleaning Services believes that when taking part in social media you should be honest, straightforward and respectful. The lines between public and private can become blurred so assume that everything you write is permanent and can be viewed by anyone at any time. Also, assume that everything can be traced back to you personally as well as to your colleagues, the company and its customers, partners and suppliers.

Terms of use

Proposals to use any social media applications as part of your role within the company must be approved by the Managing Director. Use of social media for personal reasons does not need to be approved by the company.

The following terms should always be adhered to, including during periods of leave.

You must ensure that your content, or links to other content, does not:

- interfere with your work commitments
- contain libellous, defamatory, bullying or harassing content
- contain breaches of copyright and data protection
- contain material of an illegal, sexual or offensive nature
- contain personal details of the company's staff or that of its customers, clients or suppliers
- include confidential information to the company
- bring the company into disrepute or compromise the company's brand and reputation
- use the company to endorse or promote any product, opinion or political cause.

Whilst the use of social media and collaborative working is encouraged, all employee responsibilities covered in other policies and codes of conduct remain in force.

If content published by you or others implicates you in the breach of these terms, it may lead to an investigation and disciplinary action in accordance with the company's disciplinary policies.

Social media and recruitment

The popularity of social media has seen it become used by many businesses for recruitment purposes. Searching social media for candidate profiles can be a convenient and cost-effective way of validating CVs or gaining insight into a candidate's personality.

Policy enforcement

Breaching the terms set out within this policy could result in the offending content being removed and the employee responsible being suspended from using social media as a representative of the company.

Content that you publish which causes damage to the company or its employees may lead to disciplinary action. This could lead to a finding of misconduct or gross misconduct in accordance with the company's disciplinary policies.

Swift Office Cleaning Services reserves the right to check the profiles of employees in accordance with our Disciplinary Policy.

Swift Social Media Policy 08.14 will be kept under review.

J Wright

J Wright

Managing Director

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