

Template Social Media Policy

1. Policy statement

- 1.1. This policy is intended to help staff make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn *[insert other relevant social media websites]*.
- 1.2. This policy outlines the standards we require staff to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.
- 1.3. This policy supplements our *[insert name of any related policy such as your Internet and Email Policy]*.
- 1.4. This policy does not form part of any contract of employment and it may be amended at any time.

2. Who is covered by the policy

- 2.1. This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as **staff** in this policy).

3. The scope of the policy

- 3.1. All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our company and our services, employees, partners, customers, and competitors.
- 3.2. Breach of this policy may be dealt with under our *[refer to your Disciplinary Procedure]* and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

4. Responsibility for implementation of the policy

- 4.1. The *[position of relevant person]* has overall responsibility for the effective operation of this policy.
- 4.2. The *[position of relevant person]* is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.
- 4.3. All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to *[position of relevant person]*.

- 4.4. Questions regarding the content or application of this policy should be directed to [position of relevant person].

5. Using social media sites in our name

- 5.1. Only the [position of relevant persons] is/are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.

6. FSA requirements

- 6.1. The FSA has strict requirements regarding the promotion of insurance products and broker services, including on social media. The FSA rules apply to all communications made by you in your capacity as our employee or which in any way relate to our services and insurance products.
- 6.2. All communications we make using social media which promote our services or any insurance products can only be made by [position of relevant person] and must have been through our formal approval process.
- 6.3. Otherwise, you must not make any communication using social media which promotes our services or any insurance products. This means that broadly:
- (a) you must not recommend, advise, discuss, promote or mention any specific insurance products;
 - (b) you must not discuss or recommend our insurance broking services; or
 - (c) you must not invite or encourage any customer or potential customer to contact you in order to do either of the above.

Any breach of these restrictions will amount to gross misconduct.

- 6.4. If you are in any doubt as to what you can and cannot say using social media, then please contact [position of relevant person].

7. Using work-related social media

[include this section where you allow all employees to use work-related social media]

- 7.1. We recognise the importance of the internet in shaping public thinking about our company and our services, employees, partners and customers. We also recognise the importance of our staff joining in and helping shape industry conversation and direction through interaction in social media.
- 7.2. You are therefore permitted to interact on [approved] social media websites about industry developments and regulatory issues. [include the following if you wish to limit which social media websites are suitable for work related use:] Approved social media websites are:
- (a) [insert list].

This list may be updated by [position of relevant person]

- 7.3. Before using work-related social media you must:
- (a) have read and understood this policy and [refer to other relevant policies]; and
 - (b) have sought and gained prior written approval to do so from [position of relevant person].

8. Personal use of social media sites

[include this section where you allow personal use of social media]

- 8.1. We permit the incidental use of social media websites for personal use subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and we reserve the right to withdraw our permission at any time at our entire discretion.
- 8.2. The following conditions must be met for personal use to continue:
- (a) use must be minimal and take place substantially out of normal working hours (that is, during lunch hours, before 9 am or after 5.30 pm);
 - (b) use must not breach any of the rules set out in paragraph 9 below.
 - (c) use must not interfere with business or office commitments;
 - (d) use must comply with our policies including the [refer to your relevant policies such as your Equal Opportunities Policy, Anti-Harassment Policy, Data Protection Policy and Disciplinary Procedure].

9. Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

[some examples of rules, which may be relevant to you:]

- 9.1. Always write in the first person, identify who you are and what your role is, and use the following disclaimer “*The views expressed are my own and don’t reflect the views of my employer*”.
- 9.2. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- 9.3. Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform [insert position of relevant person who may be their line manager or in the human resources department].
- 9.4. Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with [insert position of relevant person who may be their line manager or in the human resources department].

- 9.5. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- 9.6. It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- 9.7. Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- 9.8. When making use of any social media platform, you must read and comply with its terms of use.
- 9.9. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- 9.10. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- 9.11. You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- 9.12. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- 9.13. If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with *[position of relevant person such as line manager]* first.
- 9.14. Don't discuss colleagues, competitors, customers or suppliers without their prior approval.
- 9.15. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- 9.16. Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- 9.17. Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- 9.18. Activity on social media websites during office hours should complement and/or support your role and should be used in moderation.
- 9.19. If you notice any content posted on social media about us (whether complementary or critical) please report it to *[position of relevant person such as line manager]*

10. Monitoring use of social media websites

- 10.1. Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under our [\[refer to your Disciplinary Procedure\]](#).
- 10.2. We reserve the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.
- 10.3. Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our clients.
- 10.4. In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):
 - (a) pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
 - (b) a false and defamatory statement about any person or organisation;
 - (c) material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to us, our clients or our staff;
 - (d) confidential information about us or any of our staff or clients (which you do not have express authority to disseminate);
 - (e) any other statement which is likely to create any liability (whether criminal or civil, and whether for you or us); or
 - (f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

Any such action will be addressed under the [\[refer to your Disciplinary Procedure\]](#) and is likely to result in summary dismissal.

- 10.5. Where evidence of misuse is found we may undertake a more detailed investigation in accordance with our [\[refer to your Disciplinary Procedure\]](#), involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.
- 10.6. If you notice any use of social media by other members of staff in breach of this policy please report it to [\[position of relevant person such as line manager\]](#)

11. Monitoring and review of this policy

- 11.1. The [*position of relevant person*] shall be responsible for reviewing this policy [*insert frequency such as annually*] to ensure that it meets legal requirements and reflects best practice.

Acknowledgements

This template social media policy has been prepared for us by Beachcroft LLP. It is provided for information purposes only and requires tailoring to your particular circumstances and requirements.

For further advice on social media policies, please contact:

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