

Social Media Policy

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1. Why do we have a Social Media Policy?

The widespread availability and use of social media means that it is important to understand how to use it effectively and sensibly, both in the workplace and, where it could impact the business, your personal use. This policy aims to ensure that Moorhouse is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected. This policy also aims to ensure that employees of Moorhouse 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 employees of Moorhouse and to all uses of social media.

2. What is Social Media?

Social media is a term used to describe a suite of applications or tools on the internet. It is unique because it supports collaboration and the sharing of ideas and opinions in real-time and on a global scale. 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 sites 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.

3. Guiding Principles

Moorhouse believes that when using 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. The trail left behind through the use of social media may not always be clearly obvious and what may



be posted as an innocent observation to a picture or comment in a personal context could easily become visible to people who know you in a business context.

4. Employee's Responsibilities

The following terms should be adhered to at all times, 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
- 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.

5. On-Line Blogs

Employees must not contribute to any blog which criticises Moorhouse, or otherwise brings the organisation into disrepute, at any time (this includes during personal time or using personal social media accounts). If any member of staff is unhappy or dissatisfied with any aspect of their employment they should discuss this with their HR Lead, HR Lead Group Partner or member of the P&T team. Failing that, please refer to the Moorhouse grievance procedure.

6. Business Contacts

All professional contact details gained during the course of your employment are the property of the company and are regarded as confidential information. This includes information contained in databases such as Outlook address lists or business contact lists created and held on any electronic social media format, including, but not limited to, Facebook and LinkedIn.

7. 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.

