

SOCIAL MEDIA POLICY

1. Policy statement

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, TikTok, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.

2. Promoting and protecting the Company's image and reputation

2.1 If you are contacted for comments about the Company for publication anywhere, a response to the inquiry should only ever be given after approval of the specific wording of any comment you are to make has been given by the General Manager.

2.2 Unless you are authorised by the Company, for business purposes, and as part of the duties of your role, you must not under any circumstances, including following the termination of your employment contract, make any direct or indirect reference to the Company, its productions, projects, officers, employees, other staff, clients, visitors, customers or suppliers in any content that you post or publish to the internet, whether written, visual or audio-based and whether during working hours or outside of working hours, even if you are not using our IT Systems or equipment. This does not prohibit you from listing of the Company as your employer or previous employer on your LinkedIn profile or online CV and sharing promotional materials already published online by the Company.

2.3 You must not under any circumstances share images, recordings or confidential information of any description relating to the Company's productions or projects.

2.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making it.

3. Prohibited use of social media

3.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly and even after your employment has ended.

3.2 You must not use social media or any other internet platform to:

3.2.1 post any content that the Company's staff, contacts, clients or suppliers would, or could if misconstrued, find disparaging, derogatory or offensive, including discriminatory or defamatory comments, insults or obscenities;

3.2.2 defame or disparage us, our staff or any third party;

3.2.3 criticise, harass, bully or unlawfully discriminate against staff or third parties;

3.2.4 make false or misleading statements; or

3.2.5 impersonate colleagues or third parties.

3.3 You must not express opinions on our behalf via social media.

3.4 You must not post comments about sensitive business or production-related topics or do anything to jeopardise our projects, confidential information and intellectual property. You must

not include our logos or other trademarks in any social media posting or in your profile on any social media.

3.5 Any misuse of social media by you or any other member of staff should be reported to a manager.

4. **Guidelines for responsible use of social media**

4.1 We recommend that, where possible and particularly where you are sharing personal content, you keep your social media accounts private. This way, such content is kept amongst your friends and is not seen by audiences it was not intended for.

4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

4.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you have been authorised to speak on our behalf). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

4.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with a manager.

5. **Breach of this policy**

5.1 Breach of this policy may result in disciplinary action up to and including dismissal.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.