

Social Media & Communication Policy

Purpose

This policy provides guidelines for employees when using social media and other communication platforms, to ensure responsible representation of the organisation and protection of its reputation.

Scope

Applies to all employees, contractors, and interns who use social media (LinkedIn, Facebook, Twitter, Instagram, etc.), blogs, forums, or other online platforms, whether for personal or professional purposes, when referring to the organisation.

Key Elements

Professional Conduct: Employees must act responsibly, avoiding defamatory, discriminatory, or offensive statements.

Confidentiality: No confidential, proprietary, or client-related information may be disclosed online.

Official Accounts: Only authorised personnel may post from official organisational accounts.

Personal Accounts: Employees may identify themselves as part of the organisation but must state that views are personal, not official.

Brand Usage: Logos, trademarks, or official templates may not be used without written approval.

Monitoring & Compliance: The organisation reserves the right to review online activities that may impact its reputation.

Consequences: Non-compliance may lead to disciplinary action, including termination.