

Social Media Policy

Rev 1

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Managing Director - Kevin Hague



AARSLEFF CENTRUM



**CANNON
PILING**
a part of Aarsleff Ground Engineering Limited

1. POLICY STATEMENT

1.1 This policy applies to all companies within Aarsleff Ground Engineering Ltd UK and Avoncross Ltd, including companies trading as Centrum Pile and Cannon Piling (referred to in this statement as 'The Company').

1.2 This policy is non-contractual and the Company reserves the right to amend or withdraw the policy at any time at the Company's discretion.

1.3 This policy is in place to minimise the risks to our business through use of social media.

1.4 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, X, Google+, Wikipedia, TikTok, Instagram, Snapchat, Pinterest, Reddit, Tumblr, YouTube 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.

1.5 This policy covers all employees, officers, consultants, contractors, casual workers and agency workers.

1.6 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY

2.1 The Board of Directors have overall responsibility for the effective operation of this policy with day-to-day responsibility for its operation held by the Management Board.

2.2 Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with the Management Board who will review this policy annually to ensure that it meets legal requirements and reflects best practice.

2.3 Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.

2.4 All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to your Line Manager. Questions regarding the content or application of this policy should be directed to the Marketing and Communications department.

3. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

3.1 Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:

3.1.1 Breach our IT Policy;

3.1.2 Breach our obligations with respect to the rules of relevant regulatory bodies;

3.1.3 Breach any obligations contained in those policies relating to confidentiality;

3.1.4 Breach our Disciplinary Policy or procedures;

3.1.5 Harass or bully other staff in any way;

3.1.6 Unlawfully discriminate against other staff or third parties;

3.1.7 Breach our General Data Protection Regulations (GDPR) Policy (for example, never disclose personal information about a colleague online); or

3.1.8 Breach any other laws or regulatory requirements.

3.2 Employees should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

3.3 Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

4. PERSONAL USE OF SOCIAL MEDIA

4.1 Personal use of social media must not involve unprofessional or inappropriate content which may risk bringing the Company into disrepute, it should not interfere with your employment responsibilities or productivity and must comply with this policy.

5. PROHIBITED USE

5.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.

5.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

5.3 You must not express opinions on our behalf via social media, including political, ideological and/or religious views. Any statements to reporters from newspapers, radio, television or social media in relation to our business will be given only by a Senior Manager or Director.

5.4 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, 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 without prior approval from the Marketing and Communications department.

5.5 Any misuse of social media should be reported to your Line Manager.

6. BUSINESS USE OF SOCIAL MEDIA

6.1 If your duties require you to speak on behalf of the organisation in a social media environment, you must still seek approval for such communication from a Senior Director, who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.

6.2 Likewise, if you are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the enquiry to the Marketing and Communications department and do not respond without written approval.

6.3 The use of social media for business purposes is subject to the remainder of this policy.

7. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

7.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.

7.2 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.

7.3 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 are authorised to speak on our behalf as set out in paragraph 5.3). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

7.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the Marketing and Communications department.

7.5 If you see social media content that disparages or reflects poorly on us, you should contact your line manager.

8. MONITORING

8.1 We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes which include ascertaining and demonstrating that expected standards are being met by those using the systems and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

8.2 For further information, please refer to our IT Policy.

9. BREACH OF THIS POLICY

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

9.2 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.