



Woking Community Transport

Social Media Policy

Woking Community Transport (WCT) social media policy provides a framework for using social media and should be read in conjunction with WCT's Internet Usage Policy. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you're handling WCT's account or using one of your own, you should remain productive and avoid bringing WCT into disrepute in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

This policy is built around two different elements:

- **using personal social media at work**
- **representing WCT through social media**

Scope

We expect all our employees to follow this policy.

Also, by "social media", we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook, Twitter, and Instagram.

Policy elements

Using personal social media

- WCT allows its employees to access their personal accounts at work. But, we expect you to act responsibly and ensure your productivity isn't affected.
- Whether you're using your accounts for business or personal purposes, you may easily get sidetracked by the vast amount of available content. So, please restrict your use to a few minutes per work day.
- Whilst WCT respects an individual having their own personal view, it must not break any UK law.
- Any views which are controversial, or offensive in nature must not be associated with WCT.
- Staff are reminded not to publish any material, on any social media platform, which may bring WCT in to disrepute.
- WCT's confidentiality and data protection policies apply to personal social media
- Ensure your personal account or statements don't represent WCT. You shouldn't state or imply that your personal opinions and content are authorised or endorsed by WCT.



- Staff should not use social media as a platform to air personal issues with WCT, we encourage staff to speak directly with either their manager or HR about any issue they have. An employer has the right not to suffer a loss of reputation, by an employee's actions, and so anything an employee posts on Social Media, which negatively impacts the employer's reputation, could result in a disciplinary action.
- Staff should not share WCT's intellectual property like trademarks or logos on a personal account without approval.
- Avoid any defamatory, offensive or derogatory content. It may be considered as a violation of our company's harassment policy

Representing Woking Community Transport

Some employees may represent WCT by handling its social media accounts or speaking on WCT's behalf. When you're sitting behind a corporate social media account, we expect you to act carefully and responsibly to protect WCT's image and reputation. You should:

- Be respectful, polite and patient, when engaging in conversations on WCT's behalf. You should be extra careful when making declarations or promises towards customers and stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- Follow our data protection policy and observe laws on copyright, trademarks, plagiarism and fair use.
- Never post discriminatory, offensive or libelous content and commentary.
- Correct or remove any misleading or false content as quickly as possible.

Disciplinary Consequences

We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Posting content in breach of UK Law
- Disclosing confidential information through personal or WCT's accounts.
- Directing offensive comments towards other members of the online community.
- Negatively impacting the reputation of WCT

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This policy is non-contractual and does not form part of employees' terms and conditions of employment and may be subject to change at the discretion of the Chief Executive Officer.