Social Media Policy

Objective and Scope

The objective of this policy is to document the protocols for employees when using social media either personally or professionally, or when making public comments online. It also outlines the protocols for using social media for business marketing purposes.

This policy applies to all employees, including employees on leave, part time employees and subcontractors. Managers shall ensure their employees are aware of and understand this policy.

Social Media

Social media is content created by anyone using highly accessible and scalable publishing technologies. Social media comprises simple technology driven tools that enable any person to publish or access information.

Traditional media such as newspapers, television, and film are not considered social media.

Social media may include a range of technology tools and platforms such as:

- social networking (e.g. Facebook, LinkedIn, Snapchat)
- video and photo sharing apps (e.g. Instagram, YouTube, Pinterest)
- blogs, including corporate blogs and personal blogs, Tumblr
- blogs hosted by media outlets (e.g. comments feature)
- micro-blogging (e.g.Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups)
- podcasting or vodcasting
- online multiplayer gaming platforms
- instant messaging (including SMS, WhatsApp, Viber)
- geo-spatial tagging (Foursquare, Yelp)

Roles, Responsibilities and Authorities

Roles and responsibilities for this policy are assigned to the Operations Director to develop and monitor the policy.

Every individual using a social media platform takes responsibility for ensuring it is used in compliance with company policy and the Online Safety Act 2023.

Where an exception or deviation from an expectation or plan occurs, the senior assigned role shall make the determination in terms of what is an acceptable change. The change management process may need to be enacted.

Legal and Regulatory

Personal information about individuals cannot be provided to third-parties without their consent and this includes sharing on social media applications. The email address or personal details of persons or stakeholders and other identifiable information must be treated as prescribed by privacy laws.

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Title	Reference
Data Protection Act 2018	https://www.legislation.gov.uk/ukpga/2018/12/contents
General Data Protection Regulation (GDPR)	https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/
The Privacy and Electronic Communications (EC Directive) Regulations 2003	www.hmso.gov.uk/si/si2003/20032426.htm
Market Research Society Code of Conduct	https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf
Market Research Society Fair Data Principles	https://www.fairdata.org.uk/10-principles/

ISO 27001: Information Security and Privacy Policies

ISO 27001/2 REFERENCES	ISO 27001: 2013 Clause ID	ISO 27002: 2013 Annex A ID	ISO 27001: 2022 Clause ID	ISO 27002: 2022 Control ID
Policy	5.2			5.1

Related Information

● [Information Security Policy](#)

Policy

Use of social media

Prevision Research employees must be authorised to comment or participate on social media on behalf of the company. The Prevision Research is committed to ensuring content on social media accounts is not political, is open to scrutiny for accuracy of content, is fair and objective and represents equity and diversity.

Once authorised to comment as a Prevision Research representative, you must:

● disclose you are an employee or contractor of Prevision Research, and use only your own identity, or an approved Prevision Research account or avatar

● disclose and comment only on information considered public information

● ensure that all content published is accurate and not misleading and complies with all relevant Prevision Research policies and privacy legislation

● ensure comments are respectful of the community in which you are interacting online

You must not:

● post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order or is otherwise unlawful

● use or disclose any confidential or secure information

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- make any comment or post any material that might otherwise cause damage to the Prevision Research reputation or bring it into disrepute.

Personal use of social media

You are personally responsible for the content you publish in a personal capacity on any form of social media platform. When in doubt, you should seek guidance on how to comply with your obligations.

Where your comments or profile can identify you as an employee of Prevision Research you must:

- only disclose and discuss publicly available information

- ensure that all content published is accurate and not misleading

- expressly state on all postings the stated views are your own and are not those of your employer

- be polite and respectful to all people you interact with

- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

You must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise unlawful

- imply you are authorised to speak on behalf of Prevision Research, or give the impression that any views you express are those of Prevision Research

- use the identity or likeness of another employee, contractor or other member of Prevision Research

- use or disclose any confidential information or personal information obtained in your capacity as an employee/contractor of Prevision Research

- make any comment or post any material that might otherwise cause damage to Prevision Research reputation or bring it into disrepute.

Guidelines on personal use

When accessing social media via the Prevision Research internet or intranet systems, you must do so in accordance with the Prevision Research internet and email standards. This requires you to use these resources in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

Additional guidelines include:

- Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.

- Workplace bullying and harassment includes any bullying or harassing comments employees make online, even on their own private social networks or out of office hours. All employees are expected to treat work colleagues with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

- Avoid publishing material that may cause injury to another person, organisation, association or Prevision Research reputation.

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- Material may be offensive or obscene and may infringe relevant online classification laws if it pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

Policy review

This policy shall be reviewed by the policy owner annually or immediately after a process change or a policy breach is known to have occurred.

Periodic reviews shall take into account feedback from management reviews, regulatory changes and audits. Changes to the policy must be approved by a senior executive then communicated to all previous persons or organisations with access to the policy. Refer below for the most recent review.

History table

Date	Rev No	Changes	Reviewed By	Approved By	Training Y/N

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