

DATED

2018

METCALF MULTISPORTS LIMITED

SOCIAL MEDIA POLICY



**METCALF
MULTISPORTS**

ABOUT THIS POLICY

- 1.1 This policy is in place to minimise the risks to our business through use of social media.
- 1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Vine, 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.
- 1.3 This policy does not form part of any employee's contract of employment and we may amend it at any time.
- 1.4 All contractors are also expected to abide by this policy (and any updates to this policy made from time to time) as a condition of their engagement with Metcalf Multisports.

2. PERSONAL USE OF SOCIAL MEDIA

- 2.1 Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems.
- 2.2 Contractors are reminded of their obligations to uphold the good reputation of Metcalf Multisports and their safeguarding obligations to the children they are contracted to teach. It is not permissible to take images of children without appropriate written consent from parents. It will never be appropriate to take images of pupils on your phone, or using any other media (with consent or not) and to post such photos on the internet, social media, or in any other public forum.
- 2.3 Any authorised images sent must be disclosed to Ashley Metcalf.

3. PROHIBITED USE

- 3.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- 3.2 You must not use social media to defame or disparage us, our staff, our clients, the client children, parents, other coaches or any third party; to harass, bully or unlawfully discriminate against staff, our clients, children, parents, other coaches or any other third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- 3.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by Ashley Metcalf.
- 3.4 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.
- 3.5 You are not permitted to add business contacts made during the course of your employment or engagement (as appropriate) to personal social networking accounts.
- 3.6 You are not permitted to use social media to breach our safeguarding policies and procedures.
- 3.7 Any misuse of social media should be reported to Ashley Metcalf.

4. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

- 4.1 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.
- 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 Metcalf Multisports (unless you are authorised to speak on our behalf as set out in paragraph 3.3). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.
- 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 Ashley Metcalf.
- 4.5 If you see social media content that disparages or reflects poorly on us, you should contact Ashley Metcalf.

5. BREACH OF THIS POLICY

- 5.1 Breach of this policy may result in disciplinary action for staff up to and including dismissal. Breach of this policy by an independent contractor may result in the termination of this engagement. Any member of staff or a contractor suspected of committing a breach of this policy will be required to co-operate with our investigation, or any third party investigation which may involve handing over relevant passwords and login details.
- 5.2 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 for staff, or termination of a contractor's engagement.
- 5.3 Any breach of this policy which Metcalf Multisports deems to constitute a safeguarding risk, or otherwise calls into question your character or suitability to work with children may also result in disciplinary action (for staff) or termination of agreement (for a contractor).
- 5.4 Metcalf Multisports reserve the right to inform any appropriate third party, including the Police, Local Authority, client, or other appropriate body in the event an investigation into a safeguarding issue needs to be carried out as a result of a breach of this policy.