



SOCIAL MEDIA POLICY STATEMENT

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, MySpace, Bebo, X and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as personal blogs. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that Employees may use.

Use of social media at work

Employees are not permitted to access social media websites or to keep a blog using the Company's IT systems and equipment at any time. This includes laptop and hand-held computers, or other devices distributed by J Coffey Construction Ltd for work purposes; J Coffey Construction Ltd have added most of the websites of this type to its list of restricted websites. Where Employees have their own computers or devices, such as laptops and hand-held devices, they must limit their use of social media on this equipment to outside their normal working hours (for example, during lunch breaks).

Employees are strictly prohibited from making videos and/or taking pictures on Company premises.

Social Media Rules

J Coffey Construction Ltd recognises that many Employees make use of social media in a personal capacity outside the workplace and outside normal working hours. While they are not acting on behalf of the Company in these circumstances, Employees must be aware that they can still cause damage if they are recognised online as being one of its employees. Therefore, it is important that the Company has strict social media rules in place to protect its position.

When logging on to and using social media websites and blogs at any time, including personal use on non-Company computers outside the workplace and outside normal working hours, Employees must not:

other than in relation to the Company's own social media activities or other than where expressly permitted by the Company on business networking websites such as LinkedIn, publicly identify themselves as working for the Company, make reference to the Company or provide information from which others can ascertain the name of the Company (and in any event they should not hold themselves out as associated with the Company on any social media website after termination of a position).

other than in relation to the Company's own social media activities or other than where expressly permitted by the Company on business networking websites such as LinkedIn, write about their work for the Company - and, in postings that could be linked to the Company, they must also ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of the Company.

conduct themselves in a way that is potentially detrimental to the Company or brings the Company or its clients, customers, contractors or suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.

other than in relation to the Company's own social media activities or other than where expressly permitted by the Company on business networking websites such as LinkedIn, use their work e-mail address when registering on such sites or provide any link to the Company's website.

allow their interaction on these websites or blogs to damage working relationships with or between employees and clients, customers, contractors or suppliers of the Company, for example by criticising with such persons.



include personal information or data about the Company's employees, clients, customers, contractors or suppliers without their express consent (a consultant may still be liable even if employees, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as the Company reasonably believes they are identifiable) - this could constitute a breach of the Data Protection Act 1998 which is a criminal offence.

make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about the Company, its employees, clients, customers, contractors or suppliers (a consultant may still be liable even if the Company, its employees, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as the Company reasonably believes they are identifiable).

make any comments about the Company's employees that could constitute unlawful discrimination, harassment or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory, or which may constitute unlawful harassment or cyber-bullying - Employees can be personally liable for their actions under the legislation.

disclose any trade secrets or confidential, proprietary or sensitive information belonging to the Company, its employees, clients, customers, contractors or suppliers or any information which could be used by one or more of the Company's competitors, for example information about the Company's work, its products and services, technical developments, deals that it is doing or future business plans and staff morale.

breach copyright or any other proprietary interest belonging to the Company, for example, using someone else's images or written content without permission or failing to give acknowledgement where permission has been given to reproduce particular work - if employees wish to post images, photographs or videos of their work colleagues or clients, customers, contractors or suppliers on their online profile, they should first obtain the other party's explicit permission in writing.

