



# **E-SAFETY - SOCIAL NETWORKING AND MEDIA POLICY**

Effective for employees, students, Directors and volunteers on or after 1 September 2018

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# Social Networking and Media Policy

## Contents page:

1. Our commitment.....	3
2. Objectives .....	3
3. Key contacts .....	3
4. Scope .....	3
5. Definitions.....	3
6. Media communications .....	4
7. Your conduct on social and professional networking sites .....	4
Social networking sites .....	4
Professional networking sites .....	<b>Error! Bookmark not defined.</b>
Be thoughtful about how you present yourself .....	4
Protect confidential information .....	5
L&F's business performance .....	5
Protect our learners .....	5
Respect copyright and use video responsibly.....	5
Do not misuse L&F resources .....	6
8. Recruitment .....	6
9. Additional support.....	6
10. Associated policies .....	6

## **1. Our commitment**

L&F are committed to ensuring that the company image and brand are managed appropriately. All sensitive information about our business, employees, clients and learners is kept private and confidential and is not misused in any way.

Any social media sites or accounts must be used and conducted in a responsible way and should never share private and confidential information. You should ensure that you are using the sites appropriately and not to damage L&F's reputation in any way.

L&F acknowledge that social media sites can be used as an advantage when marketing/advertising through social media sites due to the mass of people that use it. However, it is managed by our marketing team so it is always managed with supervision to use it to its full potential of audience.

## **2. Objectives**

The aim of this policy is to ensure that you are aware of the L&F's position on the appropriate usage of social and professional networking sites and associated security risks. The policy also provides guidance on the process for responding to requests from the media and to determine the appropriate public relations management process.

## **3. Key contacts**

Fran Deeley Business Manager – [frandeeley@landftraining.com](mailto:frandeeley@landftraining.com)

Trish Robertson QA and Internal Verification officer – [trishrobertson@landftraining.com](mailto:trishrobertson@landftraining.com)

## **4. Scope**

This policy applies to all L&F employees. It provides guidance on approved usage of the social and professional networking sites.

## **5. Definitions**

When we refer to 'social networking sites' we mean all blogs, wikis, forums and other social networks such as Facebook or Myspace. When we refer to 'professional networking sites' we mean sites such as LinkedIn, which are used to build professional and business networks. All self-employed contractors should be made aware of this policy and understand their responsibilities within it.

## **6. Media communications**

Fran Deeley is the only L&F member that has the access to be able to speak to the media (for example newspapers, journals and magazines) about any matters concerning the company. However, she may, with authorisation from herself directly, pass this over to the marketing team.

## **7. Your conduct on social and professional networking sites**

We respect your right to a private life, but we must also ensure that confidentiality and our reputation are protected. Even if your social media activities take place completely outside of work, as your personal activities should, what you say can have an influence on your ability to conduct your job responsibilities, your colleagues' abilities to do their jobs and L&F's business interests. We have therefore created guidelines so you are aware of the acceptable conduct by L&F. It is extremely important that you follow these guidelines as failure to do so may result in disciplinary action, up to and including termination of your employment.

### **Social networking sites**

L&F would encourage you to use the social networking sites for advertising and marketing purposes only. Any misuse of the social media sites, resulting in negativity towards L&F, will not be tolerated and a disciplinary will be carried out. You should be aware that social networking sites are public and should never assume that entries on any website will remain private.

Social networking sites allow people to post detailed personal information such as date of birth, place of birth, which can form the basis of security questions and passwords. We therefore advise you to be security conscious and take steps to protect yourself from identity theft, for example by restricting the amount of personal information that you give out.

### **Professional networking sites**

L&F recognise the importance of professional networking sites for recruiting and obtaining new clients and employees and therefore we do not discourage you from declaring that you are working for L&F. However you must follow guidelines outlined in our policies.

### **Be thoughtful about how you present yourself**

We cannot control how you present yourself on your private social networking sites, but as we explained the boundaries have to be adhered to. Do not post anything that is false, misleading, discriminatory, threatening, harassing, abusive or embarrassing to another person. Make sure to respect others' privacy. Be aware that false statements or the publication of an individual's private details could result in legal liability for you.

### **Follow our policies**

All L&F policies, Confidential Policy and Data Protection Policy apply to your online conduct just as much as they apply to your offline behaviour. Make sure you are familiar with them.

### **Protect confidential information**

You must not disclose L&F confidential information. This includes non-public financial information such as future revenue, earnings, and other financial forecasts, and anything related to our strategy, products, policy, management, and potential acquisitions that has not been made public. You should ensure that no information is made available that could provide a person with unauthorised access to L&F.

Protecting information about our employees, clients and learners is also important therefore you are not allowed to disclose confidential information that relates to them. No other information should be disclosed without the permission of the person/persons involved.

### **L&F's business performance**

Some information relating to L&F are sensitive and should never be discussed, unless given permission to do so by Fran Deeley. L&F's business plans or similar matters concerning competitors should also never be discussed.

If you're unsure of the sensitivity of a particular subject, seek advice from Fran Deeley before talking about it or simply refrain from the conversation. Our policy is not to comment on rumours in any way.

### **Protect our learners**

Networking sites can have positive impact on the way we communicate with L&F learners; still for the reasons outlined in this policy we need to manage this process to safeguard you, our clients, learners and our reputation. We therefore allow for such communications to happen only through L&F's official networking sites. To safeguard you and our learners you are not allowed to invite L&F learners to your private networking sites or to use these as communication platforms with learners. Please contact Fran Deeley if you would like further information on how you could use our official networking sites.

Before recording and using images of your learners you must obtain written authorisation from the persons involved.

### **Respect copyright and use video responsibly**

You must recognise and respect property rights, including copyrights. While certain limited use of third-party materials (for example, use of a short quotation that you are providing comment on) may not always require approval from the copyright owner, it is still advisable to get the owner's permission whenever you use third-party materials

Remember that you may be viewed as endorsing any web video (whether hosted by YouTube or elsewhere) or other content you link to from your blog or posting, whether created by you, by other L&F employees, or by third parties, and this policy applies to this content. Also, recognise that video is

an area in which you need to be particularly sensitive to others' copyright rights. You generally cannot include third party content such as film clips or songs in your video without obtaining the owner's permission.

**Do not misuse L&F resources**

Private social media activities must not interfere with your work or productivity at L&F. Resources should never be shared unless given authority to do so directly from Fran Deeley.

**8. Recruitment**

HR and line managers will use professional networking sites to search for prospective employees in the form of advertising. Any advertising campaigns will contain the same contact information and will normally run alongside a newspaper advert.

**9. Additional support**

If you require any additional support or advice, please contact a member of the HR Team.

**10. Associated policies**

Confidentiality Policy  
Data Protection Policy