

Berkshire Maestros Social Media Policy

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Introduction and scope

Social media includes all social networking sites, blogs and postings on internet forums. It includes, but is not limited to, Facebook, Twitter, Google+, Instagram, snapchat, Whatsapp, LinkedIn and any other relevant media. (With regard to Facebook pages developed for work purposes (e.g. music centre or localised ensemble pages) and administered locally, please refer to the Marketing and Communications Policy for guidance on how these pages may be used.)

Berkshire Maestros (hereafter referred to as Maestros) recognises that social media is an important part of modern life and can be used to good effect in a business context. However, inappropriate use of social media may present a risk to Maestros. This policy sets out what Maestros expects from you when you are using social media.

Personal use of social media

Maestros expects you to restrict your personal use of social media to outside of your working hours or during authorised breaks.

Occasional use of social media for personal purposes is permitted during working hours, provided that it does not interfere with or distract from your core work and responsibilities as a staff member of Maestros.

Maestros reserves the right to impose restrictions on your use of social media if it considers that this would improve your individual performance and/or the performance of Maestros.

Prohibited use

You must not:

- use social media to make statements criticising Maestros or its staff;
- use social media in such a way that could damage the reputation of Maestros;
- harass, bully or discriminate against any member of Maestros staff via social media;
- make statements on social media on behalf of Maestros without obtaining the prior authorisation of your manager for the exact wording used;

- disclose any financial, sensitive or confidential information concerning Maestros or any of its staff on social media; or
- add business contacts made during the course of your employment with Maestros to your personal social networking accounts.

Guidelines

When using social media, you should act in accordance with the following guidelines:

- make it clear that you are writing in a personal capacity and that your views do not represent the views of Maestros (unless your manager has authorised you to write on Maestros behalf);
- where you identify yourself as associated with Maestros, ensure that you project a professional image at all times;
- be respectful to the opinion of others and avoid posting statements or images that are inappropriate or may cause offence; and
- where you see that a colleague or client has posted a derogatory comment about Maestros, report this to your manager at the earliest opportunity.

Breach of this policy

If an employee fails to comply with this policy it may result in disciplinary action against that employee, up to and including summary dismissal. If any other (non-employee) colleague fails to comply with this policy/procedure Maestros may decide to stop providing that colleague with work or terminate their self-employed agreement with Maestros immediately and without notice or compensation.

If Maestros reasonably believes that you may have breached this policy, it may ask you to delete any offending content, to provide Maestros with your passwords and login information, and to co-operate with all investigations into your conduct. Failure by employees to comply with such requests may itself lead to disciplinary action up to and including summary dismissal, while other self-employed staff members may no longer be provided with work or their agreement with Maestros may be terminated immediately without notice or compensation.

This policy should be read in conjunction with the Maestros Staff Conduct and Behaviour Policy.