

Eddie Stobart

Social Networking Policy

Purpose:

This policy is in place to ensure that social networking forums are used appropriately

Eddie Stobart Limited recognise that employees may want to use social networking sites such as Facebook, Twitter, MySpace and You Tube (this list is not exhaustive) in their personal time. However as these sites increase in popularity it is important that our employees understand their responsibilities when it comes to using Social Networking sites.

Scope:

This procedure applies to all employees within Eddie Stobart limited and associated companies including Ports.

Principles:

Although there is a separate GP001 - IT Code of Conduct and Communications Policy in place, it is appropriate for this policy to be introduced to specifically address the matter of social networking.

Background:

Over recent years the use of social networking sites has increased with Facebook and Twitter being two of the most popular. So much so we as a business also utilise these social networking mediums for both external and internal reasons i.e. promotional purposes and employee engagement.

However, there are now a number of high profile cases relating to social media and an increasing number of internal cases relating to misuse of such sites and this policy seeks to protect employees and prevent misuse from occurring.

Acceptable Use:

It is acknowledged that for a number of you will use social media as a means of keeping in touch with friends, family and colleagues. It is also acknowledged that as part of using these sites you may indicate that you work for Eddie Stobart. However before posting comments employees should carefully consider that any information posted is appropriate for their colleagues, managers or customers to read. Providing these posts are appropriate and are made outside of working time and not using company IT equipment then this is acceptable use.

Unacceptable Use:

Posting to social media websites during working hours, or via company IT systems is unacceptable.

We also need to be aware that social networks are in the public domain and can therefore be viewed by not only your friends and followers but also by those you may not expect or want to see your posts such as colleagues, management, customers etc. You may not realise that comments made may be received differently to how you intended and cause upset or embarrassment. We therefore need to ensure that anything posted to such sites, whether words, pictures or photographs are appropriate.

As a general rule when contributing to one of these sites, you should not

- Insult colleagues by posting content that may cause offence to them
- Insult customers or post anything of a derogatory nature towards them
- Share information that is confidential to Eddie Stobart or its customers
- Post matters which could be deemed to bully or harass others
- Make posts which are discriminatory
- Post anything likely to bring the company name into disrepute

Employees should be aware that they are responsible for any comments or postings made onto the internet and as such would be personally liable for any comments, images or information that they post and where necessary to inform management through the usual routes

Eddie Stobart

Reducing Your Vulnerability:

In order to reduce your online vulnerability you should increase your privacy/security settings and don't leave your phone or computer logged in and unattended. Remember that it is possible for others to access your accounts even if you're not there. If this happens, you may still be held responsible because without evidence that someone else is using your accounts then it may be reasonable to assume that you made the posts.

The right to privacy may not protect you if you post comments on a social media website where others have access about customers, colleagues or the business. Once you post the information, you can't then say it is private.

If someone has posted an offensive or inappropriate comment (or set up an offensive or inappropriate group), don't join in because your participation may not be viewed any more leniently.

Reporting Misuse of Social Media:

If you feel that you have been subject to any of the unacceptable forms of social media then you can raise this in the first instance to your line manager or by invoking the grievance procedure.

Failure to Adhere to the Principals of this Policy:

If the company becomes aware of inappropriate information, images or comments that have been posted onto social media forums (whether during or outside working hours) the matter will be investigated. If there is a failure to comply with the above principals the matter will be addressed in line with the company disciplinary procedure and depending on the severity and nature of the posts determine whether it is deemed to constitute misconduct or gross misconduct. If this action is deemed as Gross Misconduct then it may result in Summary Dismissal from the Company.

Furthermore if it is found that social media sites have been accessed during working time or on company IT systems, then this will be investigated and may result in disciplinary action being taken against the employee.

Responsibilities

Employees:

- Read, understand and follow the principles of this procedure
- Seek clarification on any points which are unclear

Management:

- Ensure all new starters are inducted and are aware of this procedure
- Read, understand and follow the principles of this policy and procedure
- Adhere to this procedure and seek advice where necessary

Management Advice Line: provides support for all employee related issues including the Social Networking Policy, advice@stobartgroup.com or telephone 0845 604 8850. Employees based in Ireland, please contact their Transport Manager or a member of the HR Team for support or any questions.

Associated documents:

- GP001 - IT Code of Conduct and Communications Policy
- COP 011 - ESL Disciplinary
- COP 015 - Grievance Procedure

I have received a copy of the Social Networking Policy and understand the contents.

Print Name	
Signature	
Date	

Never miss a post!