

# SOCIAL MEDIA POLICY

In today's society, we are constantly bombarded by friend requests, photo tags, status updates and links to videos. At T.F.Tull Ltd, we harness social medias for our clients and we welcome the power of these websites to help people express their individuality.

At the same time, we recognize the challenges of the increasing competition for our time and attention created by this barrage of messages. To address these challenges, we have created the following guidelines for employees use of social media tools both in and out of the office.

## ***Personal use of social media***

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below. It must not be abused or overused, and the company reserves the right to withdraw permission at any time. The following conditions must be met for personal use to continue:

- use must be minimal and take place substantially outside of normal working hours, for example, breaks, lunchtime
- use must not interfere with business or office commitments
- use must comply with our policies such as Harassment & Bullying policy, etc

## ***Online Social Networking***

Online social networks include sites like Facebook, Instagram, Twitter and LinkedIn (and many, *many* more). Social networking apps, such as Snapchat and WeChat.

T.F.Tull's recommendations for the current use of these:

- Use Facebook, Twitter and Instagram (and similar sites and apps) as your personal network. If you don't want to friend or follow coworkers, vendors or clients, don't feel pressured to
- Use LinkedIn as your professional network for adding work-related colleagues.
- If you are uncomfortable with adding a contact, don't add him or her. These might include former employees, competitors or that random person you met at an organization's mixer.

The following are guidelines we request you abide by while you are employed with T.F.Tull Ltd:

- Block your LinkedIn contacts' contact information from your other contacts. Confused? Please see a member of the IT team for clarification and instructions.
- Be smart about what you publish. Once you put something out there, it can be difficult to retract. Make sure your online brand doesn't diminish or tarnish your offline brand.
- Be respectful to the company, fellow team members, clients and competitors.

## ***Twitter***

Twitter has become so prevalent that it has earned its own section in our guidelines. The biggest concern when it comes to Twitter is not the time it takes to tweet, but the time and focus you spend keeping up with the numerous conversations. Please observe the following Twitter guidelines:

- Do not let your Twitter posting interfere with your work.
- When tweeting, please make it clear to your followers that the views you express are yours alone and that they do not necessarily reflect the Companies views. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – on your profile: Views are my own.

## ***Blogging***

T.F.Tull Ltd has adopted a straightforward blogging policy. Be smart. We ask the same of you. Please be smart in your online activities. They reflect on both you and the business. The ability to publish things that may never go away and can be forwarded endlessly, it gives us pause for thought and we hope it does you, too. We view personal websites and blogs as good things. Please note, though, that

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confidentiality agreements prevent disclosure of all client and T.F.Tull Ltd business. Readers may view you as a de facto spokesperson for our company. While you are employed with T.F.Tull Ltd, please observe the following blogging guidelines:

- Do not work on your personal blog during business hours.
- When posting to your personal blog, please make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the companies views. For example: The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer.
- Respect the company's confidentiality and proprietary information.
- Ask your direct supervisor if you have any questions about what is appropriate to include in your blog.
- Be respectful to the company, fellow team members, clients and competitors.
- Understand and comply when the company asks that topics not be discussed for confidentiality or legal reasons.
- Please refrain from reading personal or non-industry blogs during company time.

## **Social Video**

Watching a quick video on YouTube can spark creativity and lighten a stressful day. We don't want to ban YouTube, we just ask that you moderate the time you spend watching videos. And, obviously, don't let them interfere with your work time.

## **Online Shopping**

Unless it is work-related, please refrain from online shopping during company time.

## **Online References**

Any requests for online references or recommendations on sites such as LinkedIn, Facebook or personal blogs, should be forwarded to your line manager.

## **Email Forwards**

Jokes, urban legends and get-rich email forwards are the oldest form of Internet-based social media. When it comes to company email, we ask that you think twice before hitting send and be judicious with the number of items you forward. If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please contact a member of the digital team.

## **Location Based Social Networking**

Wouldn't it be great to know exactly where our competitors were, all the time? Just the same, we don't want to clue in our competition on which potential (and current) clients we're visiting and when. Please refrain from checking in with Facebook and the like at our clients' locations during business activity.

## **Overall Philosophy**

*While you are on company time, please refrain from online activities that don't bring value to T.F.Tull Ltd. Think of your personal time online in the same way you think of personal phone calls or emails.*



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