

The term 'Social Media' refers to any medium that allows parties to communicate with each other or to share data or images in a public forum. Examples of this are Facebook, Twitter and LinkedIn. Other forms of social media include blogs and video/image sharing websites such as YouTube, Instagram, and Pinterest. This list is not exhaustive and this is a constantly evolving area. Employees should adhere to this policy, the Employee Handbook and related company policies in relation to any form of social media that they use.

You may name J S Wright & Co Ltd as your employer on social media, but your online profile must not contain any of the company's branding, such as logos or trademarks, as this would be a breach of copyright. If you have reference to J S Wright & Co Ltd on your social media pages you may be recognised at any time as being one of the company's employees; you are therefore an ambassador of the company and all your social media activity, including personal posts, should reflect this.

Employees must not conduct themselves in any way that is detrimental to the company. Any communication made through social media must not bring J S Wright & Co Ltd into disrepute, for example by:

- criticising or entering into disputes with, or making derogatory or defamatory comments about clients, colleagues or rival companies
- posting images that are inappropriate, or links to other sites with inappropriate content
- commenting on any rumour or speculation concerning the company or any of its employees

Employees must not breach confidentiality via social media, for example by:

- discussing deals or business plans that have not been communicated to the public
- giving away confidential information about any individual or organisation
- disclosing information that is confidential or owned by J S Wright & Co Ltd or by any third party that has disclosed such information to the company

Communications made through social media must not discriminate against, bully or harass, any individual. Examples of this would be:

- making offensive or derogatory comments relating to gender, gender reassignment, race, nationality, disability, sexual orientation, religion, beliefs or age
- using social media to bully an individual
- posting images that are discriminatory or offensive, or links to such content

Any breach of this policy may lead to disciplinary action. Serious breaches of the policy, such as the bullying of colleagues on social media, or social media activity that causes serious damage to the reputation or business activity of J S Wright & Co Ltd, may constitute gross misconduct and lead to summary dismissal without notice.

Employees who post personal information about an individual without their prior consent could be deemed to be in breach of the Data Protection Act 1998. This is a criminal offence for which the employee can be held personally liable. Please refer to the company's General Data Protection Policy and Privacy Notice for further information.

Employees should report any breach of this policy to their line manager and HR. Details of the company's Whistleblowing Policy can be found in your Employee Handbook.

This policy will be reviewed by the IMS team and Senior Management and signed by the Managing Director on an annual basis.

Phil Leech
Managing Director
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