

Social Media Policy

Purpose

Our Social Media Policy provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you're handling a company account or using one of your own, you should remain productive and avoid damaging our organisation in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

Scope

We expect all our employees to follow this policy.

By "social media", we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook or Twitter, Instagram and LinkedIn.

This policy is built around two different elements: using personal social media at work and representing our company through social media.

Policy

Using personal social media

We allow our employees to access their personal accounts at work. However, we expect you to act responsibly and ensure your productivity isn't affected.

The personal use of social networking sites is strictly limited to designated work breaks and should not be accessed while on site.

We ask you to be mindful of what you post on social media to ensure ongoing positive interactions with your fellow colleagues and expect you to always adhere to our confidentiality policies whilst ensuring not to violate any of conduct expectations including our anti-harassment policies etc.



We expect all team members to:

- Ensure any personal use of social media does not compromise their ability to perform their job responsibilities and meet performance expectations.
- Make it clear that the stated views are your own and not that of Space Between. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.
- Ensure that all content published is accurate and not misleading nor distasteful or defamatory towards the company, its team members and associated clients, suppliers or business partners.
- Avoid sharing intellectual property like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- Not create any groups or pages associated with Ready Group or representing Ready Group including for work-related purposes, on any social media platforms.
- Not discuss company business and ensure any information related to the company’s upcoming activity remains undisclosed until the company publicly publishes such information.
- Refrain from displaying anything that would have a negative impact on the Company’s image or reputation.
- Ensure to not use social media to bully, harass, discriminate against or vilify any team members or external clients, suppliers, contractors or business partners.
- Refrain from using sites as a forum to publicise workplace disputes.
- Be polite and respectful to all people you interact with.

Representing Ready Group

Some employees represent our company by handling corporate social media accounts or speak on our company’s behalf. When you’re sitting behind a company social media account, we expect you to act carefully and responsibly to protect our company’s image and reputation.

Ready Group may capture photos and video of employees during the course of their work. These images and videos may be used for promotional and marketing purposes, including but not limited to social media, the company website, newsletters and other promotional materials.

By continuing employment with Ready Group, employees consent to the use of their likeness in photos and videos as described above. If an employee has concerns or wishes to opt-out, they should notify the HR Manager in writing.



We expect all team members authorised to represent Ready Group on social media to:

- **Be respectful, polite and patient**, when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises towards customers and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our confidentiality policy and data protection policy** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Inform your Manager** when you're about to share any major-impact content.
- **Avoid deleting or ignoring comments** for no reason. We expect team members to listen and reply to criticism in a professional manner.
- **Never post discriminatory, offensive or defamatory** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

Disciplinary Consequences

We'll monitor all social media postings on our company account.

Where any breaches to the above expectations have occurred or where deemed appropriate, we may take disciplinary action leading up to and including termination whether the breach was inadvertent or not.

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