Social media policy

ISM.11

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1   Introduction

The social media landscape is constantly changing, but currently includes platforms such as: Facebook, LinkedIn, Twitter, Instagram, WhatsApp, YouTube and numerous blogging platforms.

These platforms present opportunities to get closer to our customers yet also represents a major risk if not approached in a considered way. An inappropriately worded message that causes offence may quickly be shared with many people.

Employees must take care to differentiate between personal use of social media and any social media activity that could be seen by others as representing Everest Engineering.

This policy outlines guidelines for how Everest Engineering controlled social media accounts should be used and provides basic guidance for the appropriate use of personal accounts outside work.

1.1   Scope

This policy applies to all Everest Engineering permanent employees, contractors, advisors and contracted partners using, or granted access to, information assets and information processing facilities owned by Everest Engineering, our customers (whether contracted or not) and third party partners.

2   Social media policy

2.1   Corporate use

You must be authorised to use any corporate social media accounts and to represent Everest Engineering publicly.

Only authorised accounts should be used to publish messages or to respond to other users of the social media channel. Do not use your own personal account.

When posting or engaging with other users, always make it clear that you work for Everest Engineering and are representing us as an organisation. Never pretend to be someone you are not.

Be mindful of what information you share online about customers, other employees, financial information, business operations or anything else that might be considered to be private or confidential.

Please be cautious when re-communicating others' posts. Attribute where appropriate and be aware of any potential copyright or other intellectual property issues.

Always check your facts before posting and correct any mistakes as soon as possible and in a clear and transparent way.

Remain friendly, respectful and professional and avoid using wording or styles (such as capitals) that might cause offence or adverse effect.

Consider the global nature of social media and be mindful of the fact that a statement may be interpreted in different ways in different countries or cultures around the world.

Avoid commenting on any matters that might be subject to a legal action either by or against the organisation.

In an emergency or crisis, ensure that you communicate with the people within Everest Engineering responsible for managing the situation, and follow their guidance.

2.2   Personal use

Everest Engineering respects your personal online activity as a medium of self-expression, but remember you continue to have responsibilities to the organisation outside working hours.

When using social media to engage on matters relevant to Everest Engineering, make it clear it's your own opinion you are expressing and not that of the organisation.

Remember that you are not communicating on behalf of Everest Engineering. The other person may need an official response and it may be appropriate for you to refer them to our authorised channels.

Use separate accounts for personal and work-related use.

Be aware that data protection and other Everest Engineering policies still apply to your personal use of social media and that many platforms must be considered to be public forums.

Be careful about the personal information about yourself you share online and be mindful that the other person may not be who they say they are.

Everest Engineering encourages you to express any concerns about employment-related issues through the appropriate channels within Everest Engineering.