**SOCIAL MEDIA POLICY**

At [COMPANY NAME] (“Company”) we understand that social media networks (such as Facebook, Twitter, Linkedin, Instagram, INSERT OTHERS IF NECESARY) play an important part in today’s society and that the majority of our personal trainers, gym staff and third-party providers may use social media in some personal capacity.

It is important for all individuals of the Company to be aware that much of the information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. It is also important to remember that information posted on social network sites can be easily traced and can generally be accessed at any time.

The purpose of this policy is to outline minimum standards regarding social media use and participation for all individuals during their contract with the Company.

In so far as this policy imposes any obligations on the Company, those obligations are not contractual and do not give rise to any contractual rights. The terms and conditions of engagement that are intended to be contractual are set out in an individual’s written contract.

The Company may unilaterally introduce, vary, remove or replace this policy at any time.

The following rules should be followed by all contractors of the Company in relation to social media networks. These rules apply whether contractors are using social media either during or outside of work hours:

* Individuals should not post anything on social media networks that refers to their employment, the Company or any persons associated with the Company (eg other contractors, directors, customers, clients, suppliers, etc) without the Company’s express permission;
* When participating in social media networks, contractors of the Company should ensure that personal comments do not bring the Company or any of its directors or its employees contractors into disrepute;
* It is unacceptable to disparage the Company, or any persons associated with the Company (e.g. other contractors, directors, customers, clients, suppliers, etc) in any way when participating in social media networks;
* Contractors of the Company should not participate in social media networks in such a way that negatively impacts upon their effectiveness and productivity at work;
* When participating in social media networks, contractors of the Company should not imply that any personal comments are endorsed in any way by the Company;
* When participating in social media networks, contractors must not disclose confidential information belonging to the Company or any other information the contractor is required to keep confidential;
* Contractors of the Company should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other contractor, member or client of the Company.

Any breach of this policy may result in disciplinary action, up to and including termination of contract.

**DECLARATION:**

My signature attests to my knowledge, understanding and acceptance of the Social Media Policy.

I acknowledge a breach of this policy could lead to the termination of my contract.

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| Name | Signature | Date |
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