

**SOCIAL MEDIA POLICY**Issue No: 03  
Issue Date: 29/09/2024**1. PURPOSE**

This Policy is intended to help staff working for, or on behalf of Haigh Rail, make appropriate decisions about the use of social media services and social networking websites at work, either through company static IT systems and mobile phones or via their own personal equipment.

This social media Policy describes the rules governing use of social media at Haigh Rail. Social media sites and services include (but are not limited to):

- Popular social networks like Twitter, Facebook, WhatsApp and Google+.
- Professional social networks like LinkedIn.
- Photographic social networks like Snapchat, Instagram and Flickr.
- Online review sites like TripAdvisor.

Other social media includes, but is not exclusive to, chat rooms, sharing and discussion sites, question and answer social networks, blogs, wikis, video, picture blogging, audio, message boards, electronic newsletters, online forums and other sites and services that permit users to share information 'real-time' with others.

**2. SCOPE**

This Policy applies to all individuals working for and on behalf of Haigh Rail at all levels and grades, including Directors, Senior Managers, employees, subcontractors, consultants, and agency staff, who use social media while working for Haigh Rail whether for business or personal reasons.

It applies whether the social media use takes place on Haigh Rail premises, Haigh Rail worksites, while travelling in relation to Haigh Rail business or while working from home.

**3. ROLES AND RESPONSIBILITIES**

Everyone who uses social media at work, both for business and personal reasons, has responsibility for implementing this Policy.

The Managing Director has overall responsibility for the effective operation of this Policy and Procedure.

Any breach of this policy will be reported to the Managing Director.

**4. POLICY****4.1 Posting Work Related Material on social media**

Only Haigh Rail Directors and Senior Managers are permitted to post material on a social media website in Haigh Rail name or on its behalf. Anyone who breaches this restriction will face Haigh Rail Disciplinary procedure (for employees), or in the case of subcontractors, consultants, and agency staff, removed from the workplace.

**4.2 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 Haigh Rail reserves the right to withdraw permission at any time.

The following conditions must be met for personal use of social media:

- Use must be minimal and take place substantially outside of normal working hours, for example, during breaks or at lunchtime.
- Use must not interfere with business, office or workplace commitments or affect the ability of the user to perform their regular duties.
- Use must comply with other Haigh Rail Policies including Disciplinary, Anti-Harassment and Bullying, Whistle Blowing and Data Protection.

You are also personally responsible for what you communicate on social media sites outside the workplace, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about Haigh Rail.

**4.3 General Rules for Social Media Use**

Whenever you are permitted to use social media in accordance with this Policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of work:

- Never create or transmit material that might be defamatory or incur liability for Haigh Rail.
- Never use social media for any illegal or criminal activities.
- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory, or inappropriate content

- Any person working for, or on behalf of, Haigh Rail who feels that they have been harassed or bullied, have witnessed harassment, or bullying of any individual or are offended by material posted by a work colleague onto a social media website, must inform their line manager, who in turn will inform Senior Management.
- Never disclose commercially sensitive, anti-competitive, private, or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your line manager.
- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open but be mindful of the impact your contribution might make to people's perceptions of Haigh Rail.
- You are personally responsible for content you publish – be aware that it will be public for many years.
- When using social media for personal use, use a disclaimer, for example: 'The views expressed are my own and don't reflect the views of my employer'. Be aware though that even if you make it clear that your views on such topics do not represent those of Haigh Rail, your comments could still damage Haigh Rail reputation.
- You should avoid social media communications that might be misconstrued in a way that could damage Haigh Rail business reputation, even indirectly.
- Do not post anything that your colleagues or Haigh Rail Clients, Subcontractors and Suppliers would find offensive, insulting, obscene and / or discriminatory.
- If you have disclosed your affiliation as an employee, subcontractor, or consultant of Haigh Rail, you must ensure that your profile and any content you post are consistent with the professional image you present to Clients and work colleagues.

#### **4.4 Monitoring Social Media Use**

Employees, subcontractors, consultants, and agency staff should be aware that any use of social media websites (whether accessed for work purposes) may be monitored and, where breaches of this Policy are found, action may be taken under Haigh Rail Disciplinary procedure (for employees), or in the case of subcontractors, consultants and agency staff, removed from the workplace.

Haigh Rail reserves the right to restrict or prevent access to certain social media websites if personal use is excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Haigh Rail IT and internet resources (including computers, smart phones and internet connections) are provided for legitimate business use. Haigh Rail therefore reserves the right to monitor how social networks are used and accessed through these resources. Any such examinations or monitoring will only be carried out by authorised Haigh Rail staff.

Additionally, all data relating to social networks written, sent, or received through Haigh Rail computer systems is part of official Haigh Rail records.

Haigh Rail can be legally compelled to show that information to law enforcement agencies or other parties.

#### **4.5 Breaches of Policy**

Knowingly breaching this social media Policy is a serious matter. Users who do so will be subject to Disciplinary action, up to and including termination of employment (employees) or removal from the workplace (subcontractors, consultants, or agency staff).

Employees, subcontractors, consultants and agency staff may also be held personally liable for violating this, Policy.

Where appropriate, Haigh Rail will involve the Police or other law enforcement agencies in relation to breaches of this Policy.

If you notice any use of social media by other members of staff in breach of this Policy please report it to your line manager, who in turn will report it to Senior Management.

(Note - The Disciplinary procedure is briefed to all employees during their induction at the start of their employment).

#### **4.6 Policy Review**

As a minimum, this Policy will be reviewed annually or subject to any changes to relevant legislation, regulation, standards, client requirements or change in management structure.

**Signed:**



(Managing Director) **Dated: 29/09/2024**