

Use of Social Media Policy

Focal Point Training and Consultancy Ltd believe social networking is an integral part of marketing and branding the company and are supportive of its use for growing and enhancing the business.

The below gives guidance to employees and associates as to what the company deems acceptable and unacceptable in using social media.

The guidelines cover the use of...

- Social networking sites such as LinkedIn, Facebook and Twitter
- Smart phones and mobile devices as a way of accessing such sites
- Blogs and articles

When representing Focal Point Training and Consultancy Ltd using any of the above tools, our team of associate trainers and support staff should...

- be mindful of the potential impact of any views or comments they post in relation to the company and whether it will have a negative impact on the company's reputation
- not make defamatory, derogatory or offensive comments about the company or its employees or associate team members
- not make any defamatory, derogatory or offensive comments about the company's existing or prospective clients or suppliers
- not post confidential or sensitive commercial information about the company, its team members or its clients
- if posting under their own company name, should refrain from mentioning work undertaken with Focal Point clients, unless explicit consent has been given by Focal Point and the client
- be mindful of the sensitive nature of much of our work with clients and aware that it may not be appropriate to use evidence of this work in social media posts
- where it is appropriate and beneficial to post details of pieces of work undertaken, this should be done referencing the Focal Point name and contact details, rather than the team members' own company name

The above also applies in a non-business context and associate trainers and support staff should not...

- use personal profiles, blogs or forums on any social networking site to make defamatory, derogatory or offensive comments about the company, its team members, its clients or suppliers.

Monitoring

- ☑ The company reserves the right to monitor associates' profiles on any social networking site
- ☑ Any sites monitored will be considered only in the light of the above guidelines and the person's ability to conduct their role in line with the terms of their contract

Consequences of breaching the guidelines

- ☑ Any information discovered which is of concern to the Directors will usually in the first instance be discussed with the team member and they will be given the chance to respond to those concerns before further action is taken
- ☑ Action will usually be taken only if a serious breach of the guidelines or misconduct is deemed to have taken place
- ☑ In the event the Directors consider that a team member has breached the terms of these guidelines, this may result in them being asked to leave the network, in accordance with the Associate terms of Agreement

Communicating the policy

We ensure that our associate trainers and support staff have a copy of this policy when they first join our team.

Anyone else may request a copy from our support manager Debbie Stanfield.

Reviewing the policy

This policy will be monitored and reviewed annually.