SESMA South Eastern School of Martial Arts

Social Media Policy

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Welcome to SESMA South Eastern School of Martial Arts

1. About this policy

1.1 Social media are a common means of communication and self-expression.

1.2 This policy is in place to minimise the risks to our business through use of social media.

1.3. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Vine, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.

1.4 This policy covers all employees, workers, officers, consultants, contractors, volunteers, casual works and agency workers.

1.5 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. Personal use of Social Media

2.1 Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems.

3. Prohibited use

3.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.

3.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

3.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.

3.4 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

3.5 You are not permitted to add business contacts (including, for the avoidance of doubt, students and/or payers) made during the course of your employment to personal social networking accounts. In the event such contacts are made during the course of your employment are our confidential information. On termination of employment you must provide us with a copy of all such information, delete all such information from your personal social networking accounts and destroy any further copies of such information that you may have.

3.6 Any misuse of social media should be reported to your manager.

4. Guidelines for responsible use of Social Media

4.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.

4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

4.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf as set out in paragraph 0). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

4.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.

4.5 If you see social media content that disparages or reflects poorly on us, you should contact your manager**.**

5. Breach of this Policy

5.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.

5.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.