



SOCIAL MEDIA USE POLICY

Author: John Harris, Human Resource Manager

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Purpose

The purpose of this policy is to establish guidelines for the appropriate and responsible use of social media platforms by employees, contractors, and representatives of Kingfisher Garden Centre. This policy aims to protect the reputation and brand image of Kingfisher Garden Centre, ensure compliance with applicable laws and promote responsible social media engagement.

Scope

This policy applies to all employees, contractors and representatives of Kingfisher Garden Centre who utilise social media platforms for business or personal purposes that may affect the company's reputation.

Definition of 'social media'

For the purposes of this policy, social media refers to any online platform or website that allows users to interact, share content and participate in online discussions.

Policy guidelines:

Account management

- Kingfisher Garden Centre's official social media accounts shall be managed and authorised solely by the marketing or communications department.
- Employees, contractors, and representatives are prohibited from creating social media accounts on behalf of Kingfisher Garden Centre without explicit authorisation.
- All requests for access to the company's official social media accounts must be directed to the marketing or communications department.
- Employees, contractors, and representatives may create personal social media accounts and voluntarily disclose their association with Kingfisher Garden Centre, provided they adhere to this policy and separate personal opinions from official company viewpoints.

Responsible use

- Users must always act responsibly, professionally and respectfully while using social media platforms in any capacity related to Kingfisher Garden Centre.
- Users must not post or share any content that is defamatory, insulting, offensive, obscene, discriminatory or violates any laws or regulations.
- Users shall not engage in any activity or conduct on social media platforms that may harm Kingfisher Garden Centre's reputation or disclose confidential company information.

- Users shall not misrepresent themselves as spokespersons or official representatives of Kingfisher Garden Centre unless they have been authorised to do so.
- Users must not engage in any activity that violates copyright laws or infringes upon intellectual property rights.
- Users must ensure that any information, images or videos shared are accurate and true to the best of their knowledge.
- Users shall not disclose any Kingfisher Garden Centre's proprietary information, trade secrets, financial data or any other confidential information.

Formatting guidelines

When representing Kingfisher Garden Centre on social media platforms, users should adhere to consistent and professional formatting guidelines to maintain a cohesive brand image.

- Users should use correct grammar, spelling and punctuation in their social media posts to ensure clarity and professionalism.
- When sharing visual content, users should ensure that images or videos are clear, high-quality and relevant to Kingfisher Garden Centre's brand and industry.
- Users should utilise appropriate hashtags, mentions and tags to increase visibility and engagement, while ensuring they are relevant to the content being shared.
- Users should consider the platform being used and adjust formatting accordingly, such as using appropriate character limits for Twitter or using appropriate image dimensions for different platforms.

Personal social media use

- When using personal social media accounts, users should exercise caution and discretion to avoid any statements or actions that may reflect negatively on Kingfisher Garden Centre or its reputation.
- Users should clearly state that their views expressed on personal social media accounts are their own and not representative of Kingfisher Garden Centre.
- Users should refrain from discussing confidential company matters, customers, colleagues or any sensitive or proprietary information related to Kingfisher Garden Centre.

Reporting violations

Any employee, contractor or representative who becomes aware of a social media policy violation is encouraged to report it to their immediate supervisor, the human resources department or the marketing or communications departments.

Kingfisher Garden Centre will promptly investigate reported violations and take appropriate action, which may include disciplinary measures.

Compliance with law

Users must comply with all applicable laws, regulations, and guidelines governing social media use, including but not limited to defamation, privacy, intellectual property rights, and advertising laws.

Kingfisher Garden Centre reserves the right to monitor, restrict, or revoke access to social media platforms, both company-owned and personal, if there is reasonable cause to believe that a user has violated this policy or applicable laws.

Policy violations and consequences

Violations of this social media use policy may result in disciplinary actions, up to and including termination of employment or contract termination, depending on the severity and frequency of the violation.

Kingfisher Garden Centre reserves the right to take legal action against individuals who engage in activities on social media platforms that may harm the company's reputation or violate applicable laws.