

Social Media Policy

Introduction

Social media allows us to show how we make an impact on the people we serve and the communities and the places we service. By sharing knowledge, expertise and experiences, everyone at Thalia Waste Management can bring to life the values we all share and the impact we have as a company.

We encourage you, our clients, contractors, and all to share our stories we post on our Thalia Waste Management digital channels, to help us to spread the positive difference we make. Where a member of staff, client, contractor, or supplier (any external party) wishes to use our brand, pictures, or mention Thalia Waste Management in their social media channels, where possible, this should be signed off by the Thalia Communications Team and an Executive Committee member.

The policy is here to give you guidance, and to inform you of the legal requirements, but in short: be polite, be positive, don't share business confidential information, instead help us tell the world our story – we're proud of the work we do, help us share our story.

Social media allows us to showcase our expertise and strengthen our brand. It allows us to start and join conversations with industry peers and customers - which could ultimately lead to new business. It also helps with recruitment, employee engagement, professional networking and to share best practice.

Purpose

The purpose of this policy is to minimise risks to the business from the use of social media, and to clarify the role of social media in the business. It applies to the use of social media for business purposes as well as personal use that may affect our business in any way.

Scope

This policy applies to all Thalia Waste Management employees, consultants, contractors, third parties and temporary workers who undertake work or supply to or on behalf of Thalia Waste Management.

Our Thalia Communications Team has overall responsibility for the effective operation of this policy. Questions about the content of this policy or suggestions for change should be submitted to the Head of Communications.

You should refer any questions you may have about the day-to-day application of this policy (including reporting the misuse of social media to your People Manager, the Head of Communications or the Director of IT.

This policy is reviewed annually by the Head of Communications in consultation with the Director of IT and the legal team.

Definitions

Social media refers to online technologies and practices that are used to share information and opinions, host conversations and build relationships. It can involve a variety of formats, including text, pictures, video, audio and "live" real-time dialogues of a few or thousands of participants.

Thalia Waste Management has social media accounts on Yammer (internal - shortly to be rebranded as Viva Engage), YouTube, Facebook, Instagram, and LinkedIn.

Creation of Thalia Waste Management-sponsored social media sites

The creation and development of company-sponsored social media sites (both internal and external) should only be undertaken by the Thalia Waste Management Communications Team.

If you would like a new social media site to be created and used, you must contact the Communications team at Thaliacomms@Thalia.co.uk for discussion, review and any agreement needed for this.

Thalia Waste Management may use internet searches to perform due diligence on candidates during recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligation.

Posting and participating on social media sites

Everyone in Thalia Waste Management is actively encouraged to participate in professional, industry and best-practice work-related conversations on social media sites, this includes our internal network Yammer and external sites such as Facebook and LinkedIn.

Please do follow Thalia Waste Management on YouTube, LinkedIn, Facebook; and engage with these accounts by liking and sharing our posts as well as writing your own posts and mentioning @ThaliaWasteManagement.

You should never provide references for other individuals on social or professional networking sites. These references, positive and negative, can be attributed to the business and create legal liability for both the author of the reference and the organisation.

You must not express opinions on our behalf via social media, unless expressly authorised to do so. You may be required to undergo training to obtain this authorisation.

If you have any questions or queries about using social media, you can e-mail thaliacomms@thalia.co.uk who can provide useful advice on posting on social media.

Security

Everyone in Thalia Waste Management is responsible for the security of their own login details and all posts made in their name.

Remember not to share passwords with anyone and make sure you are fully logged out of sites or correctly lock your computer before leaving your desks. This policy should be read in conjunction with our Acceptable Use of IT Systems Policy.

Personal Social Media use

Everyone at Thalia Waste Management can use social media in all the same ways as anyone else for personal use outside of work hours. It is important to recognise however, that what is published on the internet may reflect on Thalia Waste Management as an employer.

When using the internet and social media for personal purposes you should:

- Recognise that anything posted on the internet is potentially there permanently. Even if you attempt to delete a post, photo, or comment, it is likely that it has been stored in any number of other places. Content posted to the internet should be thought of as permanent.
- 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 e-mail address.
- Avoid sharing any confidential or commercially sensitive information about Thalia Waste Management in a personal space.
- Respect copyright and fair use.
- Do not harass, bully, or unlawfully discriminate against any other employee or third parties. Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communication which is published on the internet for anyone to see.
- 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 within this policy). You should ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.
- If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the Communications team at email Thaliacomms@Thalia.co.uk.

- Recognise that if anything is published with inappropriate comments that bring the reputation of Thalia Waste Management into disrepute, then disciplinary action could follow even if posted in personal space, on personal time.
- Do not share personal data about any other person without their permission. Please contact legalservices@thalia.co.uk if you are unsure about what personal and sensitive personal data are.

Confidential Information

Do not share information about Thalia Waste Management that is confidential or commercially sensitive. This includes information about bids, contracts, finances, operations, performance, suppliers, clients, customers, company strategy, trade secrets, intellectual property and any other information that has not been publicly released by Thalia Waste Management. These are given as examples only and do not cover the range of what Thalia Waste Management considers confidential and proprietary.

Any questions about whether information has been released publicly or doubts of any kind, speak with your manager or email thaliacomms@thalia.co.uk before releasing information that could potentially harm Thalia Waste Management or our current and potential contracts, other colleagues, partners, clients, and customers.

Do not use the Thalia Waste Management logo or trademarks to give the appearance that you are speaking on behalf of Thalia Waste Management. However, if the logo is required, for example, when promoting a vacancy on LinkedIn, it should be approved in accordance with our approvals process and use the correct logo, which can be found in our Brand Hub.

The contact details of business contacts made during your employment are our confidential information. On termination of employment, you must provide us with a copy of all that information, delete all that information from your personal social networking accounts and destroy any further copies of that information that you may have.

Respect and privacy rights

When commenting on Thalia Waste Management or sharing one of our posts, whether this is on Thalia's platform's a personal platform or another platform of any sorts (such as press relation etc), speak respectfully about Thalia Waste Management and our current and potential employees, clients, customers, partners, and competitors.

Everyone at Thalia Waste Management is encouraged to write knowledgeably, accurately and using appropriate professionalism. Despite disclaimers, online interaction can result in members of the public forming opinions about Thalia Waste Management and our people, partners, and services.

Respect the privacy rights of your colleagues by seeking their permission before writing about them or displaying internal company updates that might be a breach of their privacy and confidentiality.

Do not engage in name calling or behavior that will reflect negatively on Thalia Waste Management's reputation, even indirectly. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation could result in disciplinary action up to and including dismissal.

Do not use social media in a way that breaches any laws or regulatory requirements, obligations we may have with respect to the rules of relevant regulatory bodies or any of our other policies. If an internet post would breach any of our policies in another forum, it would also breach them in an online forum. For example, the Acceptable Use of IT Systems Policy.

You are legally liable for anything you write or present online. You can be disciplined for commentary, content or images that are defamatory, discriminatory, pornographic, proprietary, harassing, libelous or that can create a hostile or unsafe work environment.

Legal action can also be taken against individuals by colleagues, competitors and any individual or company that views commentary, content, or images as defamatory, discriminatory, pornographic, proprietary, harassing, libelous or creating a hostile or unsafe work environment.

If you see social media content that disparages or reflects poorly on us or feel that you are the subject of inappropriate behavior or comments via social media, we encourage you to discuss this with your

people manager. You also have the option of raising a formal complaint via the grievance procedure or contact legalservices@thalia.co.uk.

Access during working hours

Some Thalia Waste Management people have legitimate, business-related reasons to make use of social media while doing their jobs. Others do not but may use social media in their own time.

Where there is a high volume of simultaneous access during rest and meal breaks this could impact on the speed and efficiency of our online systems and may require limits to access at these times to business-related access only.

If a manager suspects that an individual's performance or productivity is being affected by the inappropriate use of social media during working hours, they should raise their concerns with the individual and remind them of the standards required. If the problem persists the manager may consider taking disciplinary action.

Everyone at Thalia Waste Management is reminded that anything transmitted through the Thalia Waste Management electronic communications systems is subject to our Acceptable Use of IT Systems Policy and, as described in that policy, we reserve the right to monitor and review the use of company provided network, equipment, and systems.

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

Responsibilities

Communications Team - responsible for the management of all internal and external channels including Yammer, YouTube, Facebook, Instagram, and LinkedIn (in conjunction with HR); communicating the strategy for the use of social media to you (and all our people); and the monitoring of Thalia Waste Management's brand image and reputation on external sites.

People Managers – responsible for advising their team members of access and use of social media in a responsible manner and taking appropriate action should any of their team members breach any Thalia Waste Management's policies relating to social media, email, or internet usage. They should also informally monitor their team's usage and investigate suspected instances of misuse.

HR – responsible for providing guidance and support to people managers and people on the operation of this policy in relation to conduct and discipline. HR is also responsible for the management of Thalia Waste Management's presence on LinkedIn, in conjunction with the Communications team.

IT – responsible for online security, monitoring usage and maintaining access from Thalia Waste Management systems to approved sites.

All – have a responsibility to make sure they do not use online social communities to post anything that may be seen as defamatory to their colleagues, managers, suppliers or customers or which would bring Thalia Waste Management into disrepute. You must also take care not to use any social network or online public forum to bully or harass a colleague, manager, suppliers or customer in a way which would constitute a breach in our policies on equality and diversity or bullying and harassment. You must not share confidential or commercially sensitive information about Thalia Waste Management on external social media sites.



Paco Hevia
Chief Executive

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Revision Status

Revision	Date	Amendment	Content Owner	Mandated By
1.0		Issued for use	Hayley Willis	Paco Hevia

