

CRICKET WALES - SOCIAL MEDIA POLICY

CW recognises that Employees have a legitimate expectation that they can keep their personal lives private and that many Employees will participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs and wikis.

However personal communications, particularly those which may be visible on the internet, can pose risks to CW's confidential / proprietary information, reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communication systems are used only for appropriate business purposes, we expect Employees to adhere to this policy.

General

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, MySpace, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

Professional responsibilities apply regardless of the medium being used as such this policy applies to all social media communications which might affect CW, its reputation, business or staff whether made either in a private or professional capacity and whether during office hours or otherwise.

Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it may also breach them in an online forum.

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details. Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to an appropriate Line Manager. Questions regarding the content or application of this policy should be directed to any Line Manager.

Use of Social Media

Personal use of social media is never permitted during working time or by means of CW's systems, portable devices, networks (including Wi-Fi) and other IT resources and communications systems. Employees should not use personal devices such as mobile phones, laptops or tablets during working time to access social media or at all. Any use of CW's information systems may be monitored in accordance with the IT Policy.

CW recognises that the use of private social media accounts outside of work time and not via CW's information systems is not (in the majority of circumstances) a matter for CW's concern. However all Employees must be aware that while such communications are not for and on behalf of CW they can still damage CW, its reputation, business or staff where the Employee may be readily identified, whether implicitly or explicitly, by others as being employed by CW.

Protecting CW

In all cases, where a private account is used, where the Employee's employment with CW may be identified, it must be made clear that the Employee is not communicating on behalf of CW. An appropriate disclaimer, such as: "the views expressed here are mine alone and in no way reflect the views of my employer" should be included. Staff should write in the first person and use a personal e-mail address when communicating via social media.

Staff are personally responsible for what they communicate in social media. Remember that what individuals publish might be available to be read by the general public (including the organisation itself, future Companies and social acquaintances) for a long time. Employees should keep this in mind before posting content.

Employees should at all times ensure that their profile and any content posted are consistent with the professional image they present to clients and colleagues. In any event any communication made, in a personal capacity or otherwise through social media must not:

- Breach confidentiality, for example by discussing:
 - Information relating to the business, CW's performance, selection policies, finances, dealings, transactions, working practices and affairs of the of CW,
 - Business contacts or clients or potential customers or clients or suppliers or potential suppliers of CW; and/or
 - Information relation to other staff members with reference to salary, terms, complaints or any other matter which any Employee would legitimately expect to be kept within the organisation and not discussed on a public forum.
- Breach any copyright or otherwise infringe intellectual property rights, for example by:
 - Using CW's logos, brand names, slogans or other trademarks; or
 - Posting any of CW's confidential or other proprietary information without prior written permission;
 - Using someone else's images or written content without permission.

- Doing anything which could be considered discrimination, harassment or bullying in respect of other members of staff or third parties in any way or otherwise breach our Equality of opportunities and or harassment and bullying policies, including:
 - Making offensive, inappropriate or derogatory comments relating sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - Posting or providing links to images, stories, articles, videos or other material that may be considered offensive, obscene or discriminatory; or
 - Sending or posting abusive messages, images or comments about other members of staff, customers, clients or other relevant third parties or otherwise acting in a fashion that could be considered cyber bullying or trolling.
- Bring CW into disrepute, for example by:
 - Defame or disparage the organisation, its management staff or its affiliates, customers, clients, business partners, Employees, suppliers, vendors or other stakeholder (staff should also avoid social media communications that might be misconstrued in a way that could damage our business reputation, even indirectly); or
 - Trolling, criticising or arguing with customers, colleagues partners or competitors; or
 - Making defamatory comments about individuals or other organisations or groups; or
 - Posting or providing links to images, stories, articles, videos or other material that may be inappropriate.
- Post anything related to colleagues or our customers, clients, business partners, suppliers, vendors or other stakeholders without their written permission;
- Breach our obligations with respect to the rules of relevant regulatory bodies;
- Breach any of CW's Conduct and Disciplinary Rules;
- Breach CW's IT Acceptable Use Policy;
- Breach our Data protection policy; for example:
 - Disclose personal information about a colleague customer/client online; or
 - Discussing the specifics of any internal process or client matter through which any individual would be identifiable;

- Breach any of CW's other policies or procedures;
- Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone else or by making misleading statements).

The above is a non-exhaustive list.

Additional Requirements

CW may use internet searches to perform due diligence on candidates in the course of recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

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

Should an Employee be contacted for comments about CW for publication anywhere, including in any social media outlet, they must direct the inquiry an appropriate manager and must not respond without written approval.

The contact details of business contacts made during the course of employment are regarded as CW confidential information, and as such Employee's will be required to delete all such details from their personal social networking accounts, such as Facebook accounts or LinkedIn accounts, on termination of employment.

Disciplinary Action and Reporting

Where an Employee is uncertain or concerned about the appropriateness of any statement or posting, they should refrain from making the communication until they have discussed it with their Line Manager. If an Employee sees content on social media that disparages or reflects poorly on CW, they should contact their Line Manager. All staff are responsible for protecting CW's reputation.

Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment. Further were any such action constitutes a criminal offence or breach of professional standard CW reserve the right to report the matter to the police or relevant professional body.

Policy Status: Non Contractual

Application: All Employees and casual