



SHACKLETON
your information technology team



SOCIAL MEDIA POLICY

FOR: SHACKLETON TECHNOLOGIES

Introduction

This policy acts as a guide to the use of social media and networking sites for employees representing Shackleton.

This policy sets out expectations on how to behave when representing Shackleton through social media accounts, and explains rules governing the social media accounts, as well as a guide on what you may say when representing Shackleton Technologies.



Why We Need a Policy

Social media can bring significant risks to Shackleton Technologies, particularly in building relationships, and the brand.

It is important that any representative works to represent Shackleton in such a way, that it is positive and positions the company in the right way.

It is easy with social media to publish or misjudge a post that can result in complaints or damage Shackleton's reputation.

In addition, it is important that any employee is also mindful of the obligation to ensure security and data protection issues are considered.

This policy provides a simple framework on how you can use social media in a responsible and safe way.



Scope of the Policy

This policy applies to all employees representing Shackleton.

This should be adhered to whenever social media use takes places.

Social media includes but is not limited to the following:

- Social Media sites such as (Facebook, Twitter)
- Sharing and discussion sites (Trustpilot, Revoo)
- Photographic and social networks (Instagram etc.)
- Question and answer sites (yahoo etc.)
- Professional social networks (LinkedIn etc.)

Responsibilities

Anyone who represents Shackleton whether through personal or professional social media accounts, has a duty to implement and adhere to this policy. However, within Shackleton there are a number of people with key responsibilities for Social Media;

- The Managing Director has ultimate responsibility to ensure that representatives are using social media appropriately and in line with the company's objectives and policy.
- Shackleton management also has the right to govern and ensure that any social media representing the company does so in the right way and in line with the guidelines laid out in this policy.

A General Guide

Social media has power

Shackleton understands the opportunity that social media delivers, to connect with prospects, clients, and others within the industry to help and promote the organisation and build its online profile.

We also believe that social media is an excellent way for staff and representatives to get involved in industry conversations and take full advantage of the benefits of social media to create connections, start discussions and share ideas.

We therefore encourage adoption and use of social media to support our company and our goals and initiatives.

The Basics

Irrespective of which social network you are using and whether this is for personal or business, it is important to adhere to a simple set of rules to help minimise risk and avoid some common mistakes.

If you are unsure – Do not post. Always use caution when posting to social networks. Ask yourself: would I say this out aloud? If you feel your post may have the potential to cause complaints or offence do not post and seek advice.

Look for security threats – With the increasing cyber threats social media can be vulnerable. Be aware of any potential social engineering or Phishing attempts. Social networks are also targeted as distributors of spam and malware.

Always be polite and considerate – Some people fail with social media by failing to observe simple good manners and etiquette. Observe the same level of courtesy and manners you would apply to an email or conversation.

Don't make promises – Due to the very public nature of social media, you should not make commitments or promises on behalf of Shackleton without prior agreement. If you need to commit to a certain activity or response, please check with management the viability of the action.

Don't deal with complex issues – If you encounter a complicated or complex social enquiry it may be best to not try to handle this in the public domain. Instead try to take this offline or handle via personal contact (email etc.) In addition, it may be a recommendation that any such incidents are brought to the attention of the management team.

Think before posting – Due to the quick nature of social media and posts it is very easy to respond to something that may be a little contentious instantly. Take the time to create a considered response, or if in doubt seek advice before posting. Play nice (be topical and relevant but don't "cash-in" and be honest.



Inappropriate Content

When representing Shackleton on social media, care should be taken not to share or promote inappropriate content, or take part in any activities that could bring the organisation into disrepute.

When sharing any content (blogs, articles etc.) care should be taken to review the piece thoroughly to ensure that it is relevant and not offensive. Do not post links solely based on the headline of the piece as this can be misleading.

The Use of Social Media

Shackleton recognises the benefits that social media can deliver but does have some simple rules around representing Shackleton through personal social media accounts.


Talking about Shackleton

It should always be clear that your personal social media account is just that, and is not a representation of the sole views and opinions of Shackleton.

It may be appropriate at times to include a disclaimer in social profiles to explain that views expressed are your own and not the opinions of Shackleton.

Please do not:

- Create or post any materials that may be considered defamatory or incur any liability for Shackleton. Be aware of privacy issues.
- Post messages, updates or links that could be considered inappropriate content.
- Inappropriate content includes; Pornography, racial or religious slurs, gender specific comments, information encouraging criminal skills or terrorism or any materials relating to cults, religion, gambling or illegal drugs.
- The definition of inappropriate content or material also covers any text, images or other media that could easily cause offence on the basis of race, age, sex, religious or political beliefs, disability, sexual orientation or any other characteristics that may be covered by applicable laws.
- Use social media for any illegal purposes.
- Send any offensive or harassing material to others on social media.

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- Promote unsolicited views on social, political, religious or other non-Shackleton related matters.
 - Discuss colleagues, competitors, members, customers or suppliers without their consultation and authority.
 - Engage with Shackleton competitors in a way that could be considered defamatory or disrespectful.
 - Do not share or publish any copyrighted materials without the express permission of the third party. If the content provides sharing buttons/facilities, you may share these.

Data Protection and Security

Like any connected platform social media does pose risk to data protection and all efforts must be made to protect confidentiality.

Please do not:

- Share or link to content owned by another company or person that could be considered confidential or commercially sensitive.
- Share or link to any data in such a way that it could breach Shackleton's data protection policy.
- Share or link to content or information owned by Shackleton that could be considered confidential or commercially sensitive.

Protect

Please ensure that any account used for the purpose of promoting Shackleton is protected by strong passwords that are changed regularly and only shared with authorised users.

Where possible two factor authentication should be used to protect accounts.

Do not use any third party software or apps that access Shackleton's social accounts without prior approval.

Never reveal sensitive details through social media channels, ensure the validity of anyone you are communicating with before disclosure of any such information.

Avoid clicking any links that may look suspicious and be aware of URLs contained in generic or vague messages.



Monitoring

Shackleton reserves the right to monitor or request details of any social accounts and posts that may represent the organisation to monitor how social networks are being used to promote the organisation.

The company can be liable to show information of this nature to legal authorities if requested to do so.

Potential Misuse and Sanctions

Knowingly breaching this social media policy is a serious offence and may result in removal of access to represent Shackleton both across social channels and through other initiatives if discovered.

In extreme cases it may necessary to involve legal authorities for serious misuse that could potentially lead to legal proceedings in relation to breaches of policy and data protection.

We hope that this policy provides a good framework to deliver good and positive social media engagement.