

## **USE OF SOCIAL MEDIA**

**PURPOSE:** The policy is intended to help employees of Care Staffing Professionals make appropriate decisions about the use of internet, email and social media such as Twitter, Facebook, Google+, LinkedIn, Wikipedia, Whisper, Instagram, Tumblr and all other social networking sites to include (but not limited to) to internet, video, picture and audio postings and blogging.

The policy applies to use of social media for business purposes as well as personal use that affects our business in any way.

**SCOPE:** This policy applies to all Care Staffing Professionals employees including its directors or officers, contractors, home-workers, part-time and fixed-term employees, secondees, temporary staff, casual staff, agency staff and volunteers. This policy does not form part of your terms and conditions of employment and Care Staffing Professionals reserves a right to amend the policy at any time.

**POLICY STATEMENT:** This policy outlines the standards Care Staffing Professionals requires staff to observe when using the internet, email and social media, the circumstances in which Care Staffing Professionals will monitor your use of these media, and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of these media regardless of the method used to access it and covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

Every employee has a responsibility to maintain the company's image, to use personal and company social media in a productive manner and to avoid placing Care Staffing Professionals at risk of legal liability based on their use. Social media users are expected to be responsible, considerate and ethical in using company social media, to protect valuable company information and to exercise prudent judgement. The principles of this policy apply to use of these media regardless of the method used to access it and covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc. Misuse of company social media may result in restriction or termination of access privileges and other disciplinary action, up to and including termination.

### **POLICY RESPONSIBILITIES**

#### **Care Staffing Professionals Personnel**

The Care Staffing Professionals Leadership Team has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to Supervisors.

Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimize risks lies with Operations Division who will review this policy on an annual basis to ensure that it meets legal requirements and reflects best practice.

Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behavior expected of them and taking action when behavior falls below its requirements.

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 Operations Division. Questions regarding the content or application of this policy should be directed to Operations Division.

### **Using Work-Related Social Media**

Only the Chief Operations Officer, or his/her designee, is permitted to post material on a social media website in the company's name and behalf. Anyone who breaches this restriction will be subject to the company's disciplinary procedure.

Approved social media websites for Care Staffing Professionals are:

- <http://www.carestaffingprofessionals.com>;
- <http://www.facebook.com/carestaffingprofessionals>;
- <http://www.twitter.com/CareStaffingPro>;
- <https://www.linkedin.com/company/care-staffing-professionals/>;
- <http://www.youtube.com/carestaffingprofessionals>;
- and <http://www.instagram.com/carestaffingprofessionals>.

This list may be updated by the Chief Operations Officer.

Before using work-related social media you must:

- have read and understood this policy and Code of Business Ethics; and
- have sought and gained prior written approval to do so from the Chief Operations Officer.

The roles and functions which will be needed moving forward have been identified as follows:

- Posting healthcare, clerical, and workforce related news on Care Staffing Professional Website;
- Creating messaging pop-ups on Care Staffing Professionals home page;
- Posting corporate news and announcements on Facebook page;
- Posting job openings on Facebook page;
- Respond to comments, messages, and alerts on Facebook page;
- Posting corporate news and announcements on Twitter feed;
- Respond to comments, messages, and alerts on Twitter feed;
- Post corporate news on Instagram feed;
- Respond to comments, messages, and alerts on Twitter feed;
- Post corporate news and announcements on LinkedIn page;
- Identify and link Care Staffing Professionals employees to LinkedIn page;
- Post corporate news and announcements on Google+ page;
- Share other users post, feedback, comments, and news consistent with Care Staffing Professionals missions, goals, vision, and Code of Business Ethics;
- And create social media content such as videos and graphics.

Any employee involved in the organization's social media activities must remember that they are representing the organization, use the same precautions as they would with any other communication and adhere to the following rules:

- Ensure that the purpose and benefit for the organisation is clear;
- Obtain permission from a manager before using social media; and
- Ensure the content is checked before it is published.

### **Personal use of social media**

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below;

- It must not be abused or overused and the company reserves the right to withdraw permission at any time;
- It must not involve unprofessional or inappropriate content;
- It should not interfere with your employment responsibilities or productivity;
- Its use must be minimal and take place substantially outside of normal working hours, for example, breaks, lunchtime; and
- It should comply with the terms of this policy and all other policies which might be relevant (to include but not limited to) Care Staffing Professionals' Equal Employment Opportunity Complaint And Grievance Resolution Procedures Policy, Harassment Policy, Violence In the Workplace Policy, Protection of Personal Information Policy, Code of Business Ethics Policy, Data Protection Policy and Disciplinary Procedure.

You are also personally responsible for what you communicate on social media sites **outside the workplace**, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about the company. For further details, see Point 6, 'General rules for social media use' below.

### **General Rules For Social Media Use**

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of work:

1. Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content. This includes potentially offensive or derogatory remarks about any other individual.
2. A member of staff who feels that they have been harassed or bullied or are offended by material posted by a colleague onto a social media website should inform their supervisor.
3. Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your supervisor.
4. Do not post material in breach of copyright or other intellectual property rights.
5. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the company.

6. You are personally responsible for content you publish – be aware that it will be public for many years.
7. When using social media for personal use, use a disclaimer, for example: ‘The views expressed are my own and don’t reflect the views of my employer’. Be aware though that even if you make it clear that your views on such topics do not represent those of Care Staffing Professionals, your comments could still damage our reputation.
8. The employee’s online profile must not contain the company name.
9. You should avoid social media communications that might be misconstrued in a way that could damage the reputation of Care Staffing Professionals or its clients, even indirectly.
10. Do not post anything that your colleagues or our customers, clients, business partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory.
11. Do use privacy settings where appropriate but bear in mind that even comments in a restricted forum may be passed on.
12. If you have disclosed your affiliation as an employee of Care Staffing Professionals you must ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

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

If you see social media content that disparages or reflects poorly on us, you should contact your supervisor immediately.

### **Monitoring Use Of Social Media, Email And The Internet**

Staff should be aware that emails and any use of the internet and social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under the company’s policy.

The company reserves the right to restrict or prevent access to certain internet sites including social media websites if personal use is considered to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Misuse of social media and other websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the company.

If you notice any use of social media by other members of staff in breach of this policy please report it to your supervisor.

### **Recruitment**

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

## Breaches of policy

Where it is believed that an employee has failed to comply with this policy, they will be subject to the company's disciplinary procedure. If the employee is found to have breached the policy, they will face a disciplinary penalty ranging from a verbal warning to dismissal.

The penalty applied will depend on factors such as the seriousness of the breach; the nature of the posting; the impact it has had on the organization or the individual concerned; whether the comments cause problems given the employee's role; whether the employer can be identified by the postings; other mitigating factors such as the employee's disciplinary record etc.

Any member of staff suspected of committing a breach of this policy will be required to co-operate with Care Staffing Professionals' investigation, which may involve handing over relevant passwords and login details.

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

## **Internet Links**

- Care Staffing Professionals (<http://www.carestaffingprofessionals.com>)
- Care Staffing Professionals Facebook (<http://www.facebook.com/carestaffingprofessionals>)
- Care Staffing Professionals Twitter (<http://www.twitter.com/CareStaffingPro>)
- Care Staffing Professionals Instagram (<http://www.instagram.com/carestaffingprofessionals>)
- Care Staffing Professionals Google+ (<https://plus.google.com/+CareStaffingProfessionals>)
- Care Staffing Professionals LinkedIn (<https://www.linkedin.com/company/care-staffing-professionals/>)
- Care Staffing Professionals YouTube (<http://www.youtube.com/carestaffingprofessionals>)

## **Additional Resources**

Also see:

- EPP 1 – Equal Employment Opportunity Complaint And Grievance Resolution Procedures
- EPP 3 – Harassment
- EPP 10 – Bring Your Own Device (BYOD)
- EPP 15 – Internet, Intranet, and Email
- Code of Business Ethics