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Approved by	GK

Social Media

Scope

This policy sets out Campbell & Kennedy Maintenance's stance on social media and outlines rules and regulations that staff must adhere to.

Policy

1. All staff at Campbell & Kennedy Maintenance (including permanent and temporary employees, engineers and contractors) are not permitted to state "Campbell & Kennedy Maintenance" as their place of work on any social networking site, except on LinkedIn.
2. Staff are permitted to engage with content posted by Campbell & Kennedy Maintenance's social media accounts provided that this is done responsibly and appropriately.
3. Any evidence found that the Campbell & Kennedy Maintenance brand name is being jeopardised online will be escalated and investigated by our company, which could result in a warning or dismissal.
4. On LinkedIn, staff are permitted to state that they work at Campbell & Kennedy Maintenance by linking our company page with their personal profile.
<https://www.linkedin.com/company/ckmaintenance>
5. LinkedIn accounts will be monitored to ensure that the Campbell & Kennedy Maintenance brand name is not being used inappropriately.

Enforcing the Policy

1. Attempts should be made to gather all evidence including screenshots of any suspected social media misconduct before escalating an incident.
2. Do not approach the employee about the incident unless given authorisation by their line manager, the HR department or a company director.
3. An interview should be conducted with the employee to discuss the incident. Notes should be taken during the interview and signed by all parties in the meeting.