

Social Media Policy

Team responsible for policy:	Regulatory Compliance Team
Version:	SocialMedia1.2
Last updated:	August 2023

1. Introduction

- 1.1. Social Media is an important tool for all businesses, but it is not without its difficulties. Boundaries which exist in the 'real world' are easy to 'blur' in an online forum.
- 1.2. This Policy:
 - Explains what we mean by the term 'social media'
 - Sets out a framework of expected standards and behaviour, both in terms of personal social media use and business use, with a view to minimising any potential risk or unintended consequences
 - Sets out the implications if those standards are not met
- 1.3. Please note that this Policy does not form part of your contract with us. We reserve the right to amend or remove this Policy.
- 1.4. This Policy applies to all employees and workers in our business and anyone who could be identified as being associated with us, including contractors, agency workers, casual workers, interns and volunteers.

2. What is Social Media?

- 2.1. 'Social media' includes online communications and applications through which communications, media and messages can be shared. The 'social' aspect refers to the fact that you are interacting and sharing with other people.
- 2.2. There are different types of social media. Examples include:
 - Social networks: the most well-known form of social media, such as Facebook, LinkedIn or X.
 - Media sharing networks: These are used for sharing photographs, videos and other forms of media, such as Instagram, TikTok, YouTube and Snapchat.
 - Discussion forums: These are forums where particular topics of interest can be discussed, such as Reddit and Mumsnet.

- Consumer review networks: These are sites which allow you to leave reviews in relation to products, services and brands, such as TripAdvisor.
- Blogs: These are used for publishing and commenting on articles on different topics. Many businesses have their own blogs on their corporate web platforms, and many individuals have blogs chronicling things which they wish to share.

3. Personal use of Social Media

3.1. The use of personal social media should be limited to outside of work hours only and personal notifications must be switched off during the working day to avoid distraction. This does not include, for example LinkedIn, when used for work purposes (e.g. by the Sales team as part of their role). Company mobile devices and computer equipment must not be used to log in to any personal social media accounts. Further details in this regard can be found in our Security Policy.

3.2. There may be occasions when your actions on social media in a personal capacity impact your employment with us. Even if you do not name us as your employer, people who know you and where you work may still make an association with us, or people might use 'jigsaw' identification (putting together information from more than one source) to discover you work for us. We have a right to protect our legitimate business interests.

3.3. Accordingly, we need you to follow these rules:

- You must not act inappropriately in your interactions on social media. This includes acting in a discriminatory manner, harassing others or being rude online, including posting any material considered to be offensive on the basis of race, religion, age, political beliefs, sexual orientation, disability and any other characteristic protected by law.
- You must not make any derogatory statements about any other person or business.
- If, in a social media profile, you disclose your association with us, then you should make sure that all postings maintain an appropriate professional style and content.
- Take care to respect colleagues and avoid posting insulting, critical or defamatory remarks.
- Be mindful of the privacy of other colleagues if posting about work social events on social media. Tagging colleagues in posts and posting photos of them must only be done with their explicit consent.
- You must make clear that any opinions given are your personal ones.
- You must not publish anything which may bring us, or others associated with us, into disrepute.
- You must not post anything that could be classed as sensitive or confidential information about PayStream. Sensitive information could include contractor details of any kind, company financial information, regulatory or legal matters, current audit information, business plans or strategy. If in doubt, do not post.
- You must not publish anything which would be in breach of copyright or the rights of others.

- You must not add the details of business contacts you make through work to any of your personal social media accounts.
- The contact details of any business contacts you make while working for the business belong to us and must remain confidential. When you leave our employment, you must give us this data and delete any copies you have, including any you have added to your social media accounts.
- You must not post to social media other than in your own name, and you must not pretend to be another person, real or non-existent.
- If you encounter any negative comments about PayStream, you can contact the Marketing department (Marketing@paystream.co.uk) who will take the necessary action required. If you choose to interact with any negative comments encountered, you must make clear that any opinions given are your personal ones.

3.4. Where your actions on social media have a direct or indirect impact on us, then we may take disciplinary action against you.

4. Monitoring

4.1. We may monitor, intercept and review social media accounts and posts if they are public. We may also review any content or post in a private or 'member only' forum or any deleted post in either a public or private forum which is brought to our attention (for example, by the provision of screenshots).

5. Breaches of this Policy

5.1. Breach of this Policy may result in disciplinary action being taken against you, up to and including dismissal and prosecution.

5.2. We may require you to remove social media postings which we believe to be inappropriate or otherwise in breach of this Policy. Failure to comply with any request made may result in disciplinary action being taken against you.

6. Useful links and contacts

6.1. You can contact us at any time in relation to the matters detailed in this Policy via Marketing@paystream.co.uk

7. Administration of the Social Media Policy

7.1. The marketing department is responsible for the administration of the Social Media Policy. Should you have any feedback, please contact Marketing@paystream.co.uk