

Digital Media Policy

Purpose and scope

This policy sets out how we should handle internal and external communication for SOS Homecare. It applies to all employees, in all our branches.

Policy objectives

Posts on digital media, the things we say in public, and the way we say them, have a huge impact on how people think and feel about SOS Homecare.

The objectives of this policy are to:

- Ensure that the management team are consistent, clear and effective in all communications on company digital media sites e.g. Facebook, Twitter etc.
- Prevent misinterpretation or legal consequences which could arise from a public statement being made by someone without authority;
- Explain our approach to digital media communications; and
- Make sure that announcements to all employees are delivered company-wide in a consistent and timely fashion.

Requirements

Consistency and transparency: All communications about SOS Homecare must be truthful, fair and accurate – they should never be misleading. They must also be transparent and based on reliable information, as well as consistent with our brand standards and core values.

Media material: All communications material for the media should be produced to a high professional standard and must be clear, accurate, timely and fairly reflect the relevant facts and the views of SOS Homecare. Media material must:

- Comply with all codes and laws applicable in any jurisdiction where it is issued;
- Comply with all applicable SOS Homecare policies and procedures.

Digital media: At SOS Homecare, we love digital media. But if it isn't used with care it can create problems. To avoid risk, people must use common sense when communicating on digital media sites, paying special attention to confidentiality and company loyalty. For the purposes of this policy, digital media means any online publication and commentary, including without limitation blogs, wikis, or any digital networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram etc.

In particular, employees must not:

- Engage in any activity or disclose information that brings or is likely to bring SOS Homecare into disrepute;
- Use the internet to attack or abuse colleagues, our clients, suppliers or post any derogatory comments;
- Blog or post messages anonymously, using pseudonyms or false screen names – always use your real name, be clear who you are and identify that you work for SOS Homecare;
- Say anything that is dishonest, untrue or misleading – if you have a vested interest in a discussion, say so;
- Post or publish any sensitive or confidential information;
- Set up a group, page, blog, website or network that mentions SOS Homecare without the prior approval of the Managing Director; or
- Let your use of digital media sites interfere with your job or commitments to clients.

Failure to follow the above points will be deemed a breach of the Code of Conduct and may result in disciplinary action being taken.

All staff should be mindful that activity on digital media sites can blur the boundaries between the professional and the personal and, should take great care to consider the impact on their professional lives.

Please note that all work-related contacts, networks and business established while working for SOS Homecare remain the property of SOS Homecare even if your employment ends.

Responsibilities

The Managing Director is responsible for:

- Reviewing, endorsing and achieving this policy's aims.

The company directors are responsible for:

- Administering this policy on behalf of the Managing Director;

Branch Managers are responsible for:

- Ensuring that this policy and supporting strategies and procedures are distributed, implemented and complied with; and
- Leading by example in protecting the SOS Homecare brand and communicating effectively.
- Ensuring that their staff are aware of their responsibilities and receive appropriate training
- Addressing any inappropriate behaviour, which may include disciplinary action where appropriate.

Employees should be mindful that activity on digital media sites can blur the boundaries between the professional and the personal and take care to consider the potential impact on their professional lives. Staff are responsible for:

- Carrying out their work in line with this policy and associated procedures;
- Challenging any behaviour that falls short of the expectations of this policy; and
- Identifying any breaches of this policy and reporting them to their line manager.
- Maintaining appropriate professional boundaries.

What will successful implementation of this policy achieve?

- Consistent reporting resulting in improved stakeholder confidence; and
- Maintenance of brand standards.

Policy Review

This policy will be reviewed biennially.