

Social Media Policy:

Social Media is essential to the success of communicating Compco Fire Systems work. It is important for not only the company (Compco Fire Systems) but some Staff (Directors, Managers and HR) to participate in Social Media to engage with our audience, participate in relevant conversations and raise the profile of Compco Fire Systems work.

Whilst we encourage the use of Social Media, we have certain standards, outlined within this Social Media Policy, which we require everyone to observe.

Internet Access & Monitoring Usage:

There are currently no access restrictions to any Social Media Channels when accessing the Internet through Compco Fire Systems Network. However, when using the Internet at work, it is important that staff have read and understood our **IT Policy**. You are permitted to make reasonable and appropriate use of personal Social Media activity during your lunch breaks. But usage should not be excessive and interfere with your duties.

Point Of Contact For Social Media:

Our Content Creator, Emma Bell, is responsible for the day-to-day publishing, monitoring and management of our Social Media Channels. If you have specific questions about any aspect of these Channels, speak to them. No other staff member can post content directly on Compco Fire Systems Social Media Channels without the permission of the CEO, Matt Baker.

Which Social Media Channels Do We Use?

Compco Fire Systems uses the following Social Media Channels: Twitter, Facebook, Instagram and LinkedIn.

Our Social Media Channels are used to share news with supporters, celebrate our successes, share ideas, create enthusiasm and publicise what we do.

Guidelines:

The Content Creator is responsible for setting up and managing Compco Fire Systems Social Media Channels. Only those authorized to do so by the CEO, Matt Baker, will have access to these accounts.

Our Content Creator responds to comments Monday-Thursday, 8am-5pm and Friday, 8am-4pm.

Make sure that all Social Media has a purpose and a benefit for Compco Fire Systems and brings value to our audience; answering their questions, helping and engaging with them.

Take care with the presentation of Social Media Content. Make sure there are no typos, misspellings or grammatical errors. Also, check the quality of images. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

Staff should refrain from offering personal opinions via Compco Fire Systems Social Media Channels, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Compco Fire Systems position on a particular issue, please speak to the CEO, Matt Baker.

It is vital that Compco Fire Systems does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt. Staff should not encourage people to break the law to supply material for Social Media, such as using unauthorised video footage. All relevant rights for usage must be obtained by our Content Creator, Emma Bell, before publishing material.

Staff should not set up other Facebook Groups or Pages, Twitter Accounts or any other Social Media Channel on behalf of Compco Fire Systems as this could confuse messaging and brand awareness. By

having 'official' Social Media Accounts in place, our Content Creator can ensure consistency of the brand and focus on building a strong following.

If a complaint is made on Compco Fire Systems Social Media Channels, staff should seek advice from the CEO, Matt Baker before responding. Our Content Creator regularly monitors our Social Media for mentions of Compco Fire Systems so they can catch any issues or problems early.

If any staff become aware of any comments online that they think have the potential to escalate into a crisis, whether on Compco Fire Systems Social Media Channels or elsewhere, they should speak to the CEO and Content Creator immediately.

Use Of Personal Social Media Accounts – Appropriate Conduct

This policy does not intend to inhibit personal use of Social Media but instead flags up those areas in which conflicts might arise. Compco Fire Systems staff are expected to behave appropriately, and in ways that are consistent with Compco Fire Systems values and policies, both online and in real life.

Be aware that any information you make public could affect how people perceive Compco Fire Systems.

Staff who have a Personal Blog or Website which indicates in any way that they work at Compco Fire Systems should discuss any potential conflicts of interest with their Line Manager. Similarly, staff who want to start Blogging and wish to say that they work for Compco Fire Systems should discuss any potential conflicts of interest with their Line Manager.

Those in Senior Management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Compco Fire Systems view.

Use common sense and good judgement. Be aware of your association with Compco Fire Systems and ensure your profile and related content is consistent with how you wish to present yourself to the General Public, Colleagues, Partners and Funders.

If a staff member is contacted by the press about their Social Media posts that relate to Compco Fire Systems they should talk to the CEO, Matt Baker immediately and under no circumstances respond directly.

Always protect yourself and Compco Fire Systems. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. Think about your reputation as well as Compco Fire Systems. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

We encourage staff to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Compco Fire Systems and the work we do. We encourage staff to do this as it provides a human voice and raises our profile.

Further Guidelines

Copyright Law:

It is critical that all staff abide by the laws governing Copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of Copyright.

Confidentiality:

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Compco Fire Systems is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination & Harassment:

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Compco Fire Systems Social Media Channel or a personal account. For example:

- Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- Using Social Media to bully another individual.
- Posting images that are discriminatory or offensive or links to such content.

Responsibilities & Breach Of Policy

Everyone is responsible for their own compliance with this Social Media Policy. Participation in Social Media on behalf of Compco Fire Systems is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of Policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Staff Code Of Conduct for further information on disciplinary procedures.

Staff who are unsure about whether something they propose to do on Social Media might breach this Social Media Policy, should seek advice from the CEO, Matt Baker.