



Night Doctor Social Media Policy

Current as of: November 2021

Social media is a place where people exchange information, opinions and experiences to learn, develop and socialise. Whether employees are handling a corporate account or use one of their own, they should remain productive. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

Scope

We expect all our employees to follow this policy.

Policy elements

“Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers all of them whether internal or external. We consider two different elements: using personal social media at work and representing our company through social media.

Using personal social media

We allow employees to access their personal accounts at work however we expect them to act responsibly and remain productive at all times. Using social media excessively while at work can reduce efficiency and concentration. Whether employees are using their accounts for business or personal purposes, they may easily get sidetracked by the vast amount of available content.

We advise our employees to:

- **Act responsibly.** If employees neglect their job duties to spend time on social media, their decline in productivity will show on their performance reviews.
- **Ensure others know that personal accounts or statements don't represent our company.** Employees shouldn't state or imply that their personal opinions and content are authorized or endorsed by our

company. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.

- **Avoid sharing intellectual property like trademarks on a personal account without approval.** Confidentiality policies and laws always apply.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our company’s anti-harassment policy, if directed towards colleagues, clients or partners.

Representing our company.

Some employees represent our company by handling corporate social media accounts or speak on our company’s behalf. We expect them to act carefully and responsibly to protect our company’s image and reputation.

Employees should:

- **Be respectful, polite and patient, when engaging in conversations on our company’s behalf.** They should be extra careful when making declarations or promises towards customers and stakeholders
- **Avoid speaking on matters outside their field of expertise when possible.** Everyone should be careful not to answer questions or make statements that fall under somebody else’s responsibility
- **Follow our confidentiality policy and data protection policy and observe laws on copyright, trademarks, plagiarism and fair use**
- **Do not release any information on social media unless approved by Night Doctor Management**
- **Avoid deleting or ignoring comments for no reason.** They should listen and reply to criticism.
- **Never post discriminatory, offensive or libelous content and commentary**
- **Correct or remove any misleading or false content as quickly as possible**

Disciplinary Consequences

If employees do not follow the guidelines within this policy it may lead to disciplinary action including termination. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media
- Disclosing confidential information through personal or corporate accounts
- Directing offensive comments towards other members of the online community
- Posting derogatory comments about Night Doctor or Night Doctor Staff

Policy review statement

This policy will be reviewed regularly to ensure it reflects the current processes and procedures of Night Doctor and current legislation requirements.