

SOCIAL MEDIA USE

August 2017

Social media such as Facebook, LinkedIn and Twitter are extremely popular these days. They have lots of benefits, including the way we interact with each other on a daily basis. However, they have also brought some challenges we all need to be aware of.

Potential hazards

- 'Over-sharing' can be a real problem with social media. Always think about the following:
 - Information stays online for a long time and can reach a wide, and sometimes unintended audience
 - Despite privacy settings, nothing is really private on social media. Once you've published something online, comments can be forwarded or shared by other users
- There are risks to both you and Royal Mail if you use social media inappropriately including:
 - Serious damage to Royal Mail's reputation, brand and business
 - Claims against you or Royal Mail for discrimination, harassment or defamation
 - Damage to your personal property or identity theft
 - Conduct action against you, if you don't maintain the standards expected of all employees



Using social media in your personal life

- Royal Mail respects your life outside of work and recognises that you may use social media in your personal life. Sometimes you may want to talk about your work on social media. But, you have a responsibility to ensure you don't damage the company through your online activities.
- Make sure you uphold the standards of behaviour set out in Our Business Standards and Acceptable use policy.
- Remember, even if your settings are 'private', anything posted online could be copied or shared by your connections.



When using social media, you should be aware of the following:

- You can say you work for Royal Mail, but your online profile (e.g. Twitter name) or posts, mustn't include any of our brand names or logos.
- You should never take or distribute images or videos inside any Royal Mail Group sites, or of any Royal Mail Group property. You are allowed to share public posts from any of Royal Mail's official social media sites.
- You should never make defamatory or discriminatory comments or use social media to bully or harass.
- Remember, any messages posted could be visible to other web users including other employees, customers or suppliers.
- Never disclose internal, confidential or strictly confidential information about Royal Mail Group.
- Regularly check your privacy settings. Sites like Facebook often adjust them when they make updates.
- Don't publish your personal details, such as your address, where they can be accessed by other people.
- Remember you're responsible for your posts. If in doubt, don't post it.



Want to know more?

For full details, ask your manager for a copy of the Acceptable use policy and associated guides, including the Social media guide. Also see the Think Secure site on myroyalmail.com.