



Social Media Policy and Procedures

Ipswich Town Football Club, Ipswich Town Community Trust
& Marcus Evans

Updated Version 3

Date of Last Review	Next Review	Who	Signature and Date
Version 1- June 2019	1: June 2020	Mark Andrews	 <hr/> Mark Andrews Safeguarding Manager
Version 2- June 2020	2: June 2021	Lauren Fellingham	 <hr/> Lauren Fellingham Safeguarding Officer
Version 3- January 2021	3: January 2022	Sian Skevington	 <hr/> Sian Skevington

Policy Statement

The official Marcus Evans, Ipswich Town Football Club and Ipswich Town Community Trust social media policy applies to all social networks (including but not limited to LinkedIn, Twitter, Facebook, Instagram, Myspace, Xing, etc;), video sharing sites (example YouTube), blogs, wikis, virtual worlds, discussion forums and all other types of social networks: and/or user-generated media, privately owned or hosted blogs and/or blogs setup by Marcus Evans or Ipswich Town Football Club and Ipswich Town Community Trust and its related companies that contain comments, discussions and suggestions, (re)tweets etc. (all of these activities are referred to as “posting” in this Social Media Policy).

Staff use of social media can pose risks to Marcus Evans and Ipswich Town’s confidential and proprietary information, and reputation, and can jeopardise the Company's compliance with legal obligations. To minimise these risks, to avoid loss of productivity and to ensure that the Company's IT resources and communications systems are used only for appropriate business purposes, the Company expects staff to adhere to this policy.

Purpose

This policy deals with the use of all forms of social media, including, but not limited to Facebook, LinkedIn, Twitter, Wikipedia, Instagram, all other social networking sites, and all other internet postings, including blogs.

It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using the Company's IT facilities and equipment or equipment belonging to members of staff.

Breach of this policy may result in disciplinary action being taken against an employee in line with the Company's disciplinary procedure, up to and including dismissal and casual workers may not be offered any further work or assignments by the Company and the Company may choose to terminate their contract with immediate effect.

Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action against an employee and casual workers may not be offered any further work or assignments and their contract may be terminated with immediate effect.

Responsibility

All managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff members understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.

Any misuse of social media should be reported to the Head of the HR Department Denise Booth or your Line Manager. Any questions regarding the content or operation of this policy should be directed to the Head of the HR Department. All staff must comply with and support this policy.

Use of social media should take place in the employees own free time and out of office hours except in the case where an authorized member of staff is working on an official Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust social network. Marcus Evans, Ipswich Town Football Club and Ipswich Town Community Trust fully respect the legal rights of our employees.

Compliance with related policies and agreements

Staff who wilfully or knowingly violate or abuse the provisions of this policy, will be subject to disciplinary action in accordance to Ipswich Town Football Club and Ipswich Town Community Trust disciplinary procedure. Breaches of the law will of course be dealt with by local law enforcement agencies. If you post on non-official Marcus Evans, Ipswich Town Football Club and Ipswich Town Community Trust social media sites then you must use your real name and disclose only that you are employed by Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust together with the official title of the position that you hold. If a staff member discloses the fact that they work for Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust, they must also state that their views do not represent those of the Company. Staff should also ensure that their profile and any content posted are consistent with the professional image presented to clients and colleagues.

At all times you must not:

1. Disclose information about Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust that is confidential or proprietary.
2. Post negative comments or personal data about clients or staff of Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust
3. Share information about current or prospective clients of Marcus Evans.
4. Post statements that are defamatory, obscene, proprietary or libellous towards any of Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust affiliates, customers, clients, business partners, suppliers, vendors or other stakeholders.
6. Promote any personal financial interests, commercial ventures or personal campaigns.
7. Link your personal blog to any Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust branded web pages.
8. Post any comments that may bring Marcus Evans, Ipswich Town Football Club or Ipswich Town Community Trust into disrepute.
9. Breach the company's Telecoms policy (See Marcus Evans Telecom Policy), Equality, Diversity and Respect Policy (See ITFC Equality, Diversity and Respect Policy), GDPR Data Protection Policy (See Marcus Evans Data Protection Policy),

Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, may be attributed to the Company and create legal liability for both the author of the reference and the Company.

Employees who breach any of the above policies will be subject to disciplinary action in line with the Company's disciplinary procedure up to and including termination of employment. Casual workers who breach any of the above policies may not be offered any further work or assignments by the Company and the Company may choose to terminate their contract with immediate effect.

Business use of social media

Staff may from time to time be encouraged as part of their duties, to belong to social networking sites, such as Linked In, provided that the staff member complies with the following rules:

- You use social networking sites for business development purposes;
- You are a member of one, not multiple, social networking sites;
- You use your work email address;
- You ensure that all information posted about yourself is both accurate and up to date;
- You use the site responsibly and for example only seek to link to those contacts who are likely to wish to link with you;
- You do not spend a disproportionate amount of your time on social networking sites;
- You recognise that the contact information in respect of the business contacts with whom you link on any social networking site during your engagement with the Company remains the Company's confidential information and accordingly you agree that at any time on request and in any event on the termination of your contract you will delete the links which you have with such business contacts;
- You do not post comments or articles on a social networking website without your manager's permission;
- You do not post any information or comment which is unfavourable or uncomplimentary about the Company or comment on any such information/opinion posted by another user;
- You do not create or join any group if your membership of that group may be prejudicial to the Company's interests;
- You do not act in a manner which exposes or is likely to expose the Company to any liability.

The use of social media for business purposes is subject to the remainder of this policy.

Specific Use of each Social Platform

LinkedIn and Twitter LinkedIn is being used right now in many ways by many staff in the company. It is occasionally used as a recruitment tool, most commonly used as a research/lead generation/informational gathering tool and often used to market and promote Marcus Evans products and services. Twitter, Facebook and Instagram is used primarily as a tool to promote our events online as well as recruitment and research/information gathering. The specific policy with regards to each of these areas is outlined below:

Recruitment : While usage of LinkedIn and Twitter as a recruitment tool is acceptable, please note that only authorized recruiters for Marcus Evans, Ipswich Town or Ipswich

Town Community Trust may use or post advertisements for specific jobs and secondly the recruitment advert must be an authorized advert. Anyone intending to use LinkedIn or Twitter for this purpose must seek approval from their Head of Department or Line Manager. Marcus Evans, Ipswich Town or Ipswich Town Community Trust may use internet searches to perform due diligence on candidates in the course of recruitment. In such event, Marcus Evans, Ipswich Town or Ipswich Town Community Trust will act in accordance with its data protection and equal opportunities obligations.

Research/lead generation/informational gathering: Many sales, production and marketing staff are using LinkedIn or Twitter for these purposes and there is no authorization required for you to do so.

Marketing and promoting products: Staff are allowed to post to Facebook, Twitter or Instagram ensuring that they have received permission from their Head of Department or Line Manager and they have received a secure log in to these sites. Moving forward, it is the intention of all staff to be advised of the type of comments that can be made prior to posting by their Head of Department or Line Manager. Please note that all information, attendee lists, client information, etc; is retained as the proprietary information of Marcus Evans, Ipswich Town or Ipswich Town Community Trust and should be kept confidential. (See Data Protection Policy)

Personal use of social media

Personal use of social media is never permitted during working time or by means of the Company's computers, networks and other IT resources and communications systems. Staff found in breach of this will face disciplinary action.

Monitoring

The contents of Marcus Evans, Ipswich Town's or Ipswich Town Community Trust's IT resources and communications systems are the Company's property. Staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on the Company's electronic information and communications systems.

The Company reserves the right to monitor, intercept and review, without further notice, staff activities using the Company's IT resources and communications systems, including but not limited to social media postings and activities, to ensure that the Company's rules are being complied with and for legitimate business purposes and staff consent to such monitoring by their use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

Marcus Evans, Ipswich Town Football Club and Ipswich Town Community Trust may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

Staff therefore should not use the Company's IT resources and communications systems for any matter that you wish to be kept private or confidential from the Company.

For further information, please refer to the Marcus Evans Telecoms Policy.

Reporting Concerns

If you have any questions or concerns in regards to social media, you need guidance, or you have seen social media behaviour or content that is not in keeping with these guidelines, please report inappropriate content to your Line Manager, via email to socialmedia@marcusevans.com or to the Marcus Evans group creative director Gleave Parsons- gleavep@marcusevansuk.com.