



SOCIAL MEDIA POLICY

Introduction

At Empowering You Disability Services, we recognize the importance of social media in today's business environment. Social media platforms provide valuable opportunities to engage with customers, promote our brand, and share information. However, it is essential to use social media responsibly and professionally. This policy outlines the guidelines and expectations for employees' use of social media when it pertains to the company.

Purpose

This policy aims to:

- Establish guidelines for employees' use of social media related to Empowering You Disability Services.
- Protect the company's reputation and interests.
- Promote responsible and respectful online behaviour.

Scope

This policy applies to all employees, contractors, consultants, and anyone representing Empowering You Disability Services in any capacity.

Guidelines

Professional Conduct

- Always maintain professionalism when discussing matters related to the company or colleagues.
- Respect confidentiality and proprietary information; do not disclose sensitive company information or intellectual property.
- Avoid sharing negative or defamatory comments about the company, colleagues, customers, or competitors.

Personal Accounts

- Your personal social media accounts should clearly state that your views are your own and not representative of Empowering You Disability Services.
- Avoid using the company's logo, trademarks, or copyrighted materials in your personal social media accounts without permission.

Company Accounts

- Employees authorized to manage official company social media accounts must adhere to established content guidelines and obtain necessary approvals.
- Ensure that content posted on official company accounts is accurate, respectful, and aligns with company values.

Respect for Privacy

- Do not share personal or sensitive information about colleagues, customers, or partners without their consent.
- Be mindful of the privacy settings on your personal social media accounts.

Conflicts of Interest

- Disclose any potential conflicts of interest when discussing topics related to the company on social media.
- Avoid promoting personal interests or businesses that may compete with Empowering You Disability Services on social media platforms.

Compliance with Laws and Regulations

- Comply with all applicable laws and regulations when using social media, including copyright, trademark, and data protection laws.

Consequences of Violation

Violations of this social media policy may result in disciplinary action, up to and including termination of employment or legal action if warranted.

Reporting Violations

If you become aware of a violation of this policy, please report it to the Director at Empowering You Disability Services.

Review and Updates

This policy will be periodically reviewed and updated as needed to ensure its continued relevance and effectiveness.

By adhering to this policy, you are helping to maintain the reputation and integrity of Empowering You Disability Services in the online community.