

## Safeguarding Policy

**Remember, if you are concerned that there is an immediate risk of harm to a child, please contact the emergency services without delay on 999 or 101.**

### *Who to contact?*

If you have any non-emergency safeguarding concerns please contact:

Jade Collison Designated Safeguarding Lead (DSL)	Emma Collison Deputy Safeguarding Lead
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If for any reason the DSLs are unavailable contact and consult with Southampton Children's Resource Service, the Children's Reception Team or the LADO (Hampshire)

Telephone numbers for professionals:	<b>02380 83 2300</b> <b>0300 555 1384</b>	Monday to Friday 8.30am to 5pm and Friday 8.30am to 4.30pm
Telephone number for members of the public:	<b>023 8083 3004</b>	Monday to Friday 8.30am to 5pm and Friday 8.30am to 4.30pm
Both:	<b>02380 23 3344</b> <b>0300 555 1373</b>	Weekends, Bank Holidays and outside of office hours
Hampshire LADO:	<b>01962 876364</b>	child.protection@hants.gov.uk
Southampton LADO:	<b>023 8091 5535</b>	LADO@southampton.gov.uk
Email address:	<a href="mailto:childrensresourceservice@southampton.gov.uk">childrensresourceservice@southampton.gov.uk</a> <a href="mailto:childrens.services@hants.gov.uk">childrens.services@hants.gov.uk</a>	
For further guidance and advice visit:	<a href="https://www.southampton.gov.uk/children-families/childrens-social-care/report-a-concern-about-a-child/childrens-resource-service/">https://www.southampton.gov.uk/children-families/childrens-social-care/report-a-concern-about-a-child/childrens-resource-service/</a> <a href="https://www.hants.gov.uk/socialcareandhealth/childrenandfamilies/contacts">https://www.hants.gov.uk/socialcareandhealth/childrenandfamilies/contacts</a>	

The number children should be aware of:

**NSPCC Freephone Child Protection Helpline: 080 8800 5000**

## **Vision**

To ensure all participants have an enjoyable experience and feel fully inclusive in a welcoming environment, where vulnerable groups are safe, valued and respected.

## **Core principles**

- Safeguarding is everyone's responsibility and we recognise our duty to promote and protect the safety and welfare of vulnerable groups.
- Everyone has the right to protection from abuse, mistreatment and exploitation in any form.
- We strive to create an environment where everyone is empowered to protect themselves and others.
- Working together underpins the work undertaken to safeguard vulnerable groups.
- Robust and transparent arrangements for safeguarding are essential.

## **Evaluation and review**

We will regularly assess the implementation and effectiveness of this Policy which will be reviewed annually or whenever there are; changes in legislation, key functions or persons within the organisation, following new or revised government or statutory guidance, or after dealing with any safeguarding concern. The most current version of this Policy will always be available in the Staff Handbook and on the company's shared Google Drive.

## **The aims of this Policy are to:**

- Outline our commitment and expectations.
- Promote and achieve the highest safeguarding standards.
- Ensure that there are effective measures in place to assess the suitability of staff and partners.
- Ensure that there are effective measures in place to create safe and inclusive environments.
- Ensure that staff are clear about what constitutes appropriate behaviour and professional boundaries.
- Ensure that staff recognise poor practice and abuse and their responsibilities to take appropriate action when a safeguarding concern arises.

## **Safer recruitment and raising awareness**

We are committed to safer recruitment procedures which include:

- Ensuring recruiters and interviewers are appropriately trained and supported.

- Fair and thorough application processes.
- Pre-recruitment checks which include identity verification, references and criminal record checks.
- Role descriptions which accurately record responsibilities.
- Providing effective supervision, training and support.
- All new members of staff will receive an induction which will include familiarisation with this Policy and individual safeguarding responsibilities.

### **Disclosure rechecking period**

We encourage staff who hold criminal record checks as a result of working with vulnerable groups to subscribe to the Disclosure and Barring Service (DBS) Update Service. We will perform Status Checks every three years. All staff will be informed by any checks that take place. Any relevant investigations or offences committed in the intervening time must be reported to the Designated Safeguarding Lead (Jade Collison) immediately.

### **Relationships of trust**

Those who have responsibility for and authority or influence over vulnerable groups are in relationships of trust in relation to the vulnerable groups in their care. A relationship of trust can be described as one in which one party has power and influence over the other by virtue of their work or the nature of the activity. It is vital for all those in such positions of responsibility to understand the power they may have over those in their care and the responsibility they must exercise as a consequence.

### **Partnerships and commissioned services**

We will actively promote safeguarding within all partnerships and commissioned services by:

- Ensuring that safeguarding is a primary consideration.
- Actively communicating our safeguarding policies and procedures to partners and service providers.
- Assessing the suitability of partners and service providers and the adequacy of their safeguarding and safer recruitment policies and practice.
- Ensuring that contractual agreements outline respective safeguarding responsibilities.

### **Propriety and behaviour**

This section aims to provide a framework of expected standards and behaviour to which all staff are expected to adhere. This is not an exhaustive list. Staff are expected to ensure that the safety and welfare of vulnerable groups is the primary consideration.

Staff have a responsibility to maintain confidence in their suitability to work with vulnerable groups. Behaviour and actions that would lead any reasonable person to question motivation, intentions and suitability to work with vulnerable groups must be avoided.

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**Staff are expected to:**

- Familiarise themselves with this Policy and any other policies provided by our clients. This includes: *Keeping Children Safe: Part One*.
- Know who the Designated Persons are and how to contact them.
- Ensure the safety of the vulnerable groups in their care.
- Always act in the best interests of vulnerable groups.
- Build balanced relationships with vulnerable groups based on mutual trust.
- Maintain appropriate and professional boundaries at all times.
- Treat all vulnerable groups equally, with respect, dignity and fairness.
- Ensure that the same professional standards are applied regardless of ethnic origin, colour, nationality, race, religion or belief, gender, sexual orientation, age or disability.
- Respect the views, wishes and feelings of vulnerable groups.
- Recognise the developmental needs of children and capacity of vulnerable groups.
- Help maintain an ethos whereby colleagues, partners, vulnerable groups and their parents/ guardians and carers feel able to express any concerns comfortably and safe in the knowledge that effective action will be taken as appropriate.
- Promote an environment where poor practice is challenged and reported.
- Ensure that any concerns or allegations pertaining to the safety and/or welfare of vulnerable groups are recorded and acted upon in accordance with this Policy.
- Encourage and demonstrate consistently high standards of behaviour and understand the types of behaviour that may call into question their suitability to work with vulnerable groups.
- Be aware that behaviour outside of work time may impact upon their suitability to work with vulnerable groups.
- Be aware that breaches of the law and this Policy may result in criminal and/or disciplinary action being taken against them.

**Staff should never:**

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- Use their position of power and influence to intimidate, threaten, coerce, exploit or undermine vulnerable groups.
- Use their status and standing to form or promote inappropriate relationships. Professional boundaries must be maintained at all times.
- Use their position to gain access to information relating to vulnerable groups for their own or others' advantage. Such information should only be used or shared to protect vulnerable groups and to meet their needs.
- Carry out their duties whilst under the influence of alcohol, solvents or drugs.
- Engage in any sexual, betting, gambling or related activities or have discussions about such activities in the presence of vulnerable groups.
- Access, make or distribute illegal or indecent content or images of vulnerable groups.

### **Recognising abuse, poor practice and other safeguarding**

Everyone has a role to play in reporting abuse or any incident or behaviour that causes concern or puts vulnerable groups at risk of harm. Staff are not expected to be experts in recognising abuse, however, they should be vigilant and ensure that they always respond swiftly and appropriately to safeguarding allegations, concerns and incidents in line with this Policy and any given staff training.

This section describes forms of abuse, inappropriate behaviour and other safeguarding concerns that must be recorded and reported to the Head of Safeguarding who will take such steps as are considered necessary to ensure the safety and welfare of vulnerable groups.

- **Physical abuse:** Any deliberate act causing injury or trauma to another person, for example, hitting, slapping, pushing, kicking, burning, giving a person medicine that they do not need and/ or that may harm them or application of inappropriate restraint measures.
- **Emotional abuse:** Any act or other treatment which may cause emotional damage and undermine a person's sense of well-being, including persistent criticism, denigration or putting unrealistic expectations on vulnerable groups, isolation, verbal assault, humiliation, blaming, controlling, intimidation or use of threats.
- **Sexual abuse:** Any act which results in the exploitation of vulnerable groups, whether with their consent or not, for the purpose of sexual or erotic gratification. This may be by an adult or by a young person who is intellectually, emotionally, physically or sexually more mature than the victim. This includes non-contact activities, such as indecent exposure, involving vulnerable groups in witnessing sexual acts, looking at sexual images/pornography or grooming them in preparation for abuse (including via the internet). Whilst legally children aged sixteen have reached the age of consent for

sexual activity, it is unacceptable for any member of staff to abuse their relationship of trust for sexual gratification.

- **Child sexual exploitation:** A form of child sexual abuse. It occurs where an individual or groups of people take advantage of an imbalance of power to coerce, manipulate or deceive a child into sexual activity in exchange for something the victim needs or wants and/or for the financial advantage or increased status of the perpetrator or facilitator. The victim may have been sexually exploited even if the sexual activity appears consensual. Child sexual exploitation can also take place through the use of technology.
- **Neglect:** Ongoing failure to meet the basic needs of vulnerable groups. Neglect may involve; failing to provide adequate food, shelter including exclusion from home or abandonment, failing to protect them from physical and emotional harm or danger or failing to ensure access to appropriate medical care or treatment. It may also include neglect of, or unresponsiveness to, basic emotional needs. In an activity setting, it may involve failing to ensure that vulnerable groups are safe and adequately supervised or exposing vulnerable groups to unnecessary risks.
- **Grooming:** The process of developing a relationship and trust of an individual, and sometimes their family, to exploit, abuse or traffic them. Grooming can happen both online and in person.
- **Radicalisation:** The process by which a person comes to support terrorism and forms of extremism leading to terrorism. Anybody from any background can become radicalised. The grooming of vulnerable groups for the purposes of involvement in extremist activity is a serious safeguarding issue.
- **Female genital mutilation (FGM):** Involves procedures that intentionally alter or injure female genital organs for non-medical reasons. The procedure has no health benefits for girls and women. The Female Genital Mutilation Act makes it illegal to practise FGM in the UK or to take women and girls who are British nationals or permanent residents of the UK abroad for FGM whether or not it is lawful in another country.
- **Bullying:** Repeated behaviour intended to intimidate or upset someone and/or make them feel uncomfortable or unsafe, for example, name calling, exclusion or isolation, spreading rumours, embarrassing someone in public or in front of their peers, threatening to cause harm, physically hurting someone or damaging their possessions.
- **Cyberbullying:** The use of technology to harass, threaten, embarrass, humiliate, spread rumours or target another person. By definition, it occurs among children. When an adult is the victim, it may meet the definition of cyber harassment or cyberstalking.
- **Bullying as a result of any form of discrimination:** Bullying because of discrimination occurs when motivated by a prejudice

against certain people or groups of people. This may be because of an individual's ethnic origin, colour, nationality, race, religion or belief, gender, gender reassignment, sexual orientation or disability. Actions may include unfair or less favourable treatment, culturally insensitive comments, insults and 'banter'. Discriminatory behaviour is unacceptable and will be reported.

- **Poor practice:** This is behaviour that falls short of abuse but is nevertheless unacceptable. It is essential that poor practice is challenged and reported even where there is a belief that the motives of an individual are well meaning. Failure to challenge poor practice can lead to an environment where abuse is more likely to remain unnoticed. Incidents of poor practice occur when the needs of vulnerable groups are not afforded the necessary priority compromising their welfare, for example, allowing abusive or concerning practices to go unreported, placing vulnerable groups in potentially compromising and uncomfortable situations, failing to ensure the safety of vulnerable groups, ignoring health and safety guidelines, giving continued and unnecessary preferential treatment to individuals.
- **Hazing:** Any rituals, initiation activities, action or situation, with or without consent, which recklessly, intentionally or unintentionally endangers the physical or emotional well-being of vulnerable groups.
- **Peer-on-peer abuse:** Children and young people can be taken advantage of or harmed by adults and by other children. Peer-on-peer abuse is any form of physical, sexual, emotional and financial abuse, and coercive control, exercised between children and within children's relationships (both intimate and non-intimate).
- **Infatuations:** Vulnerable groups may develop an infatuation with a member of staff who works with them. Such situations should be handled sensitively to maintain the dignity and safety of all concerned. Staff should be aware, that in such circumstances, there is a high risk that words or actions may be misinterpreted and that allegations could be made against staff. They should therefore ensure that their own behaviour is above reproach. A member of staff who becomes aware that a child is at risk that may be infatuated with him/her or with a colleague, should discuss this at the earliest opportunity with the Head of Safeguarding.

### **Dealing with a disclosure**

When a child at risk discloses that he or she has been abused or is at risk of abuse, staff must ensure that the child or adult at risk's immediate needs are met and prioritise their safety and protection from further abuse above all else. It is important to remember that, while it is a member of staff's responsibility to be a supportive listener and to refer the information, it is not their role to counsel the

child or adult at risk or to investigate their claims. Staff are, however, expected to act in the best interests of vulnerable groups at all times.

Vulnerable groups must be listened to and taken seriously. Once it has been established that a child or adult at risk has been harmed, or is at risk of being harmed, staff should not pursue the conversation any further. This is important to ensure that questions cannot be raised later about the accuracy and legitimacy of the disclosure.

This means that staff should:

- Ensure that the child's immediate needs are met and that the priority is their safety and protection from further risk of harm.
- Allow the person disclosing to lead the discussion, to talk freely and at their own pace.
- Listen and remember that their role is supportive rather than investigative.
- Limit any questioning to the minimum necessary to seek clarification only.
- Put their own feelings aside and avoid expressing their views on the matter.
- Provide reassurance that the person disclosing is being taken seriously and that they are doing the right thing by disclosing.
- Be mindful that if physical abuse has taken place, they may observe visible bruises and marks, however they should not ask them to remove or adjust their clothing to observe them.
- Explain to the person disclosing what action they will be taking and that they will support them through the process.
- Always act in the best interests of vulnerable groups and seek advice from the Head of Safeguarding if in any doubt about sharing information.

### **Recording and reporting disclosures and other safeguarding concerns**

All safeguarding concerns and disclosures must always be taken seriously and every effort should be made to ensure that confidentiality is maintained for all concerned when dealing with a disclosure or a safeguarding concern. It is important to ensure that information is handled and disseminated on a 'need to know basis' only. Those who need to know are those who have a role to play in protecting the child at risk and others who may be at risk, for example:

- Designated Persons (those with specific operational responsibility for safeguarding).
- Statutory authorities (Police and Local Authorities).
- The DBS who help employers make safer recruitment decisions and prevent unsuitable people from working with vulnerable groups.
- LADO - Local Authority Designated Officer
- MASH – Multi Agency Safeguarding Hub



Any member of staff may make a referral themselves directly to statutory authorities, particularly if they are concerned about a child at risk's immediate safety, if they are having difficulty contacting the Designated Persons or if they are concerned that a disclosure or information about a safeguarding concern has not been acted upon appropriately. The DSL must be notified immediately after contacting a statutory authority or emergency services.

It is vital that clear and concise notes are made at the time of the concern or soon after a disclosure is made to support the completion of a more detailed record later. A written record should include the following information wherever possible:

- The date and time of incident or disclosure, parties involved i.e. victim(s), the person(s) whose conduct there are concerns about, any witnesses, person(s) reporting the concern, person(s) to whom the concern was reported.
- Factual information. Staff might convey their intuitive thoughts but these should be recognised as such and should not form part of the record.
- In the case of bruises or observed injuries, a body map (a drawing of a body outline, upon which the location of bruises/injuries can be indicated) can be completed.
- The date and time of referring the information and to whom the information was referred.

Such records must be signed and dated by the individual recording the information. If more information is recalled at a later date, this should be added as an addendum. The original record must not be changed.

Staff should be aware that such records may be used as evidence for investigations and inquiries, court proceedings, disciplinary procedures and/or quality assurance purposes. Superstar Sports will fully support anyone who in good faith reports his/her concerns about the safety and welfare of vulnerable groups.

### **Managing safeguarding concerns**

Synergy Elite takes all safeguarding allegations, concerns and incidents seriously. We are committed to working in partnership with all of our schools.

There are many factors which can determine the outcome when dealing with a safeguarding concern, thus the action taken is determined on a case by case basis.

Referrals to the DBS should be made once investigations and disciplinary processes are complete (even if the person has left employment). Referrals must be made even if a significant period has passed between the allegation and the gathering of evidence to support a decision to make a referral.

### **Mobile Phones**



Employees are required to dedicate all of their working hours to the care, development and education of the children, to work as a team with effectiveness and commitment, within a safe and secure environment for all of us at work. Mobile phones come with many features such as: photo or filming. Staff or visitors can misuse them by ignoring children's safety, security and well being whilst photographing a child or by showing unacceptable photos. Phones can also be distracting and therefore could mean that staff or not paying full attention to the children in our care.

During our sessions, staff are not permitted to carry mobile phones on them and should be kept in a safe area, away from areas where children are. Mobile phones are allowed to be used at break times as long as they are in areas away from children.

Mobiles must never be used to take photographs of any of the children or staff unless Jade Collison or Emma Collison to get photographs of the children for social media. They will only take photos of the children that have been given permission for this to happen and the photos will be deleted the same day even if they have been uploaded to the social media pages. It is the responsibility of all members of staff to be vigilant and report any concerns to the company director, Deputy or Designated Safeguarding Lead. (See above). In banning the use of mobile phones at work, the management ensures that all staff have the company phone number where they can be contacted by family in the event of any emergency.

Parents and visitors are also discouraged from using a mobile while they are on the site. There may be odd exceptions where parents may require the use of their phone, for example to show proof of booking, to make a contactless payment or check personal details.

### **Camera Use**

As part of the registration process, parents are required to give or not give consent to Superstar Sports taking photos of their child for promotional purposes or educational support. Once permission has been granted, children are given a band to show whether or not they are permitted to be in photographs so that all staff are aware.

Only permitted company devices should be used to take photographs of children. These devices can include company Ipad/tablet and company mobile phones. Photos are automatically uploaded to the company icloud account so that they can be monitored by senior members of staff. Images that are no longer used will be deleted as soon as possible.

Company devices should be kept on site. They should be password protected and kept in a safe and secure location whilst the setting is not



in use. All staff are responsible for returning company devices to their location.

Images stored must be suitable - children must not be put in compromising situations that may cause embarrassment and distress.

At no time are staff allowed to use personal mobile phones, tablets, cameras or video cameras not belonging to the company to take pictures of children, or to carry on their person whilst at work around children. Synergy Elite are not permitted to take pictures or videos on behalf of parents/carers on private cameras. If a member of staff becomes aware that a parent or anyone else is taking photographs or videos of the children in our care then they should challenge the person taking the picture. Exceptionally, Synergy Elite may use a parent's camera to photograph their own child only, during a special celebration such as a Birthday where the child is photographed with their birthday cake and the Manager, Deputy Manager or a Senior staff must observe such an activity taking place and ensure the camera is returned to the parent afterwards.

Children at our sessions are not allowed to have devices capable of taking photographs or video in their possession while they are in our care. This includes devices such as mobile phones and portable games or music consoles. Any child found with such a device will be asked to hand it to a member of staff for safe keeping and it will be returned at the end of the day.

### **Mobile Phone, Tablet, Camera Device misuse**

1. Cameras are valuable & expensive pieces of equipment and are vital to documentation and record keeping. However, their misuse can lead to severe safeguarding concerns.
2. Synergy Elite Director, Deputy or Designated Safeguarding Lead.
3. Violation of this policy may lead to a temporary or permanent ban of access to company devices.
4. The Designated Safeguarding Lead or deputy DSL should take concerns seriously, ensure concerns are logged and investigated appropriately.
5. The company director or in his absence, the company manager reserves the right to check the image contents of a member of staff's, or visitors' mobile phone, tablet or camera contents should there be any cause for concern over the appropriate use of it. If the member of staff or visitor refuses the checking of such content, the company manager has the right to report them to the police.
6. Should there be a breach of company policy and/or inappropriate material be found then our Local Authority Designated Officer (LADO) will be contacted immediately. We will follow the guidance of the LADO as to the appropriate measures for the staff member's dismissal.

7. Failure to adhere to the contents of this policy will lead to disciplinary procedures being taken against staff, or the police being called. The director, or in their absence the company manager or DSL has the right to call the police.

### **Support for staff**

Dealing with a disclosure or a safeguarding concern may have an impact on the well-being of the staff involved. It is important that anyone affected seeks help if they feel that they need support.

### **Data protection**

We will maintain confidentiality of all; (i) data collected (in writing or electronically) relating to vulnerable groups, (ii) information and documentation relating to safeguarding allegations, concerns and incidents and (iii) information and documentation relating to recruitment and selection procedures in accordance with relevant data protection legislation.

## **Social Media Policy**

***Social Media Definition - websites and applications that enable users to create and share content or to participate in social networking.***

### **Introduction**

Employees of Synergy Elite may be able to access social media services and networking websites at work, either through company IT systems or via their personal equipment.

This Social Media Policy describes the rules governing use of social media at Synergy Elite. It sets out how staff must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the company on their personal accounts.

This policy should be read alongside other key policies. The company's Internet Use Policy is particularly relevant to staff using social media.

### **Why this policy exists?**

Social media can bring significant benefits to Synergy Elite, particularly for building relationships with current and potential customers. However, it is important that employees who use social media within the company do so in a way that enhances the company's prospects. A misjudged status update can generate complaints or damage the company's reputation. There are also security and data protection issues to consider. This policy explains how employees can use social media safely and effectively.

### **Policy Scope**



This policy applies to all staff, contractors and volunteers at Synergy Elite, who use social media while working - no matter whether for business or personal reasons.

It applies no matter whether that social media use takes place on company premises or while working from home.

Everyone who operates a company social media account or who uses their personal social media accounts at work has some responsibility for implementing this policy.

However, these people have key responsibilities:

- The senior leadership and management team is ultimately responsible for ensuring that Synergy Elite uses social media safely, appropriately and in line with the company's objectives.
- The management team is responsible for providing tools to manage the company's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats.
- The management team and senior leaders are responsible for working with staff to roll out marketing ideas and campaigns through our social media channels.

## **General Social Media Guidelines**

### ***The Power of Social Media***

Synergy Elite recognises that social media offers a platform for the company to perform marketing, stay connected with customers and build its profile online.

The company also believes its staff should be involved in industry conversations on social networks. Social media is an excellent way for employees to make useful connections, share ideas and shape discussions.

The company therefore encourages employees to use social media to support the company's goals and objectives.

### ***Basic Advice***

Regardless of which social networks employees are using, or whether they're using business or personal accounts on company time, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Employees should spend time becoming familiar with the social network before contributing. It is important to understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Staff should err on the side of caution when posting to social networks. If an employee feels an update might cause complaints or offence - or otherwise be unsuitable - they should not post it. Staff members can always consult the management team for advice.



- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Employees should adopt the same level of courtesy used when communication via email.
- **Keep personal use reasonable.** Although Synergy Elite believes that having employees who are active on social media can be valuable both to those employees and to the business, staff should exercise restraint in how much personal use of social media they make during work hours.
- **Don't make promises without checking.** Some social networks are very public, so employees should not make any commitments or promises on behalf of Synergy Elite without checking that the company can deliver the promises. Direct any enquiries to Jade Collison or Emma Collison.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel - usually email or telephone.
- **Don't escalate things.** It's easy to make a quick response to a contentious status update and then regret it. Employees should always take time to think before responding, and hold back if they are in any doubt at all.

## **Use of Company Social Media Accounts**

### ***Authorised users***

Only people who have been authorised to use the company's social networking accounts may do so. If you have been given permission to access any social media accounts, all security should remain confidential.

Authorisation is usually provided by the directors of the company. It is typically granted when social media related tasks form a core part in an employee's job.

Allowing only designated people to use the accounts ensures the company's social media presence is consistent and cohesive.

### ***Creating Social Media Accounts***

New social media accounts in the company's name must not be created unless approved by the directors.

The company operates its social media presence in line with a strategy that focuses on the most appropriate social networks.

If there is a case to be made for opening a new account, employees should raise this with the management team.

### ***Purpose of Company Social Media Accounts***

Synergy Elite' social media accounts may be used for many different purposes.



In general, employees should only post updates, messages or otherwise use the accounts when that use is clearly in line with company's overall objectives. For instance, employees may use company social media accounts to:

- Respond to customer enquiries and requests for help
- Share blog posts, articles and other content relevant to the business, but created by others
- Provide followers with a positive insight into what goes on at the company
- Promote marketing campaigns and special offers
- Support new launches and other initiatives

Synergy Elite recognises that social media is a powerful tool that changes quickly. Employees are encouraged to think of new ways to use it, and put those ideas to the management team.

### ***Inappropriate content and users***

Company social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the company into disrepute.

When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly, and should not post a link based solely on a headline.

### **Use of Personal Social Media Accounts at Work**

#### ***The value of social media***

Synergy Elite recognises that employees' personal social media accounts generate a number of benefits. For instance:

- Staff members can make industry contacts that may be useful in their jobs.
- Employees can discover content to help them learn and develop in their role.
- By posting about the company, staff members can help to build the business' profile online.

#### ***Safe, responsible social media***

The rules in this section apply to:

- Any employees using company social media accounts.
- Employees using personal social media accounts during company time.

*Users must not:*

- Create or transmit material that might be defamatory or incur liability for the company.





- Post message, status updates or links to material or content that is inappropriate
- Use social media for any illegal or criminal activities.
- Send offensive or harassing material to others via social media.
- Broadcast unsolicited view on social, political, religious or other non-business related matters.
- Send or post messages or material that could damage Synergy Elite image or reputation.
- Interact with Synergy Elite competitors in any ways which could be interpreted as being offensive, disrespectful or rude.
- Discuss colleagues, competitors, customer or suppliers without their approval.

### **Security and Data Protection**

Employees should be aware of the security and data protection issues that can arise from using social networks.

#### ***Maintain Confidentiality***

*Users must not:*

- Share or link to any content or information owned by the company that could be considered confidential. This might include sales figures, details of key customers, or information about future strategy.
- Share or link to any content or information owned by another company or person that could be considered confidential.
- Share or link to data in any way that could breach the company's data protection policy.

#### ***Protect Social Media Accounts***

- Company social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.
- Staff must not use a new piece of software, app or service with any of the company's social media accounts without receiving approval from one of the directors.

### **Policy Enforcement**

Knowingly breaching this Social Media Policy is a serious matter. Users who do not will be subject to disciplinary action, up to and including termination of employment.

Employees, contractors and any other users may also be held personally liable for violating this policy.

Where appropriate, the company will involve the police or other law enforcement agencies in relation to breaches in this policy.





Next review date: September 2025

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