Social Media Policy

Who does this policy apply to?

Everyone working for Computacenter (CC) UK Ltd; this includes all employees and temporary workers employed through a third party.

This policy isn't part of your contract of employment and does not create contractual rights or obligations, so we're able to change it if we need to from time to time, or we may deviate from it where we consider it appropriate for us to do so.

What is social media?

The term 'Social Media' refers to the websites and programmes that allow users to broadcast messages, communicate, network and share content using the internet. It has become an integral part of day-to-day life for both people and businesses.

While there are hundreds of different platforms out there, some of the most popular are:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Tumblr
- Twitter
- Xing

The following guidelines should be adhered to in relation to all social media sites and applications that you use.

Why do we have this policy?

This policy has been developed to ensure people across CC are using social media in the right way. It will make sure you know what's acceptable and what isn't, and that your behaviour online is consistent with our Group Ethics Policy which can be found here .

If used correctly, social media is an incredibly powerful tool which allows you to connect with people all over the world in an instant. Use of social media in accordance with this policy can be a very powerful communication tool; both for your own personal brand and for CC.

However, in Social Media the boundaries of professional and personal information are not clear, so in this policy we want to make sure you know what we expect of you at all times, when using it. Unfortunately, some people use the internet and social media to publicly post, comment or upload inappropriate content relating to their company, colleagues, customers, suppliers or visitors.

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The purpose of this policy is to clearly communicate that you are personally responsible for your social media words and actions, both during and outside of working time.

It's important that you understand the impact of your social media comments because;

- You work for CC anything you say or post on social media, whether personal or work related, could be linked to CC even if this was not your intention. To be clear this includes posting or uploading outside of working hours, 'liking' or following content that may be inappropriate and/ or offensive.
- Any comments, photos or videos you post may have a negative impact on CC because people may think they represent our views.

This includes not speaking on behalf of CC to either defend the company if criticised or engage in any discussions or debates relating to us. If you see a negative post that you are concerned about, please report this directly to the Social Media Team at social.media@computacenter.com

How you can use social media effectively

Social media is increasingly blurring the lines between personal and professional. We understand that, at times, you may want to talk about CC on your own social media profiles. This is something we fully encourage if it is done in a respectful way. But remember this may open your profile to be viewed wider than you intended so it's important that you check your privacy settings.

We ask that you always remain positive about CC, sharing success stories and achievements from your role rather than anything negative. It is important that you don't talk about any customers or work you've undertaken unless it's already been published by the social media team (we're more than happy for you to amplify any posts we've already made, just don't write about what you've been doing)

If talking about CC on your social media accounts, please remember to keep our 5 golden rules in mind:

Our golden rules when using social media

Before you hit publish on your Computacenter-related post, check your post complies with our golden rules:

- **Be positive and respectful** when posting about Computacenter, your colleagues, and our customers.

- **Be aware**. Do not disclose any private or sensitive information about Computacenter, our people, our customers, partners, or competitors in the copy or in any of your images. For example, information on a presentation screen or on a confidential document.

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- **Stay humble**. Anything that is perceived as bragging could be damaging to our brand. Make sure you think about how your post might be perceived by someone worse off than you or by one of our customers. Consider how your post may be perceived in the current economic climate.

- **Be part of our community**. Tag Computacenter in your posts for visibility, so we can share your message further, and use our CC hashtags - #PeopleMatter #WinningTogether or campaign hashtag.

- **Be cautious and use common sense**. If your post could be considered discriminatory, offensive, or libelous in any way then do not post! Check with the social media team if you are ever unsure.

- **Stay out of online arguments**. If you see something online that is damaging to Computacenter or to a colleague, contact us for advice on next steps. Do not engage directly.

- **Image consent**. Not everyone wants to be on social media so check before you post photos or videos that your participants are all happy to be featured.

- **Use of Computacenter branding**. With design tools built into many social media platforms and accessibility of programmes such as Canva it can be tempting to create simple visuals for your social media posts. If you use any CC branding in your posts note the Computacenter logo & marque must never be recreated or altered.

- **Using AI-generated copy**. The availability of AI has increased rapidly with tools such as ChatGPT and Microsoft Copilot widely accessible. While it may save you time AI generated copy can be bland, superficial, and generic. Use AI to refine your message or sharpen your thinking. Always be authentic and relatable in your content.

The impact of your social media presence

Remember that you work for CC. Anything you say or post on social media, whether through personal (Facebook/Instagram) or work related (LinkedIn) accounts, could be linked to CC and be potentially damaging to our global brand.

This includes:
- Anything you post or upload even outside of working hours
- Anything you 'like' or follow
- Any language you use in comments

Examples of poor social media behaviour

Posts that talk about or associate you with CC, our customers, suppliers or colleagues in a negative way aren't appropriate and may result in us investigating further. Here are some of examples of the types of posts we may investigate

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Types of post	What might this include?	Example text
Posts that can damage our **reputation**	Criticising or arguing with potential, previous or current customers, colleagues or competitors Sharing any negative views or experiences you've had/witnessed at CC Criticising our mission, values, culture, practices or the services we provide	"@Customer please can you get back to me asap, you're proving very difficult to deal with." "The product "X" that we sell is rubbish and I can't believe our customers buy it" "Saw the worst thing at work today. Really don't like being at CC at the moment." "CC is not the company it used to be – the culture and values are outdated"
Posts that breach **confidentiality**	Telling our trade secrets or private information about CC, our customers or colleagues Talking about our plans for the future that haven't yet been shared with the public	"Just heard some exciting news! We've won the bid with customer X and will be making a cool £1M profit!" "So exciting to hear that we're going to be opening an office in X. Looking forward to meeting the new team!" "Just launched a trial of "Y" software with Company "A" and productivity has increased 20%"
Posts that are **abusive or offensive** to CC colleagues	Posting, sharing or liking offensive, derogatory or discriminatory comments, images or videos Using social media to bully, harass or insult anyone	"New guy in our team is SO bad at his job. Won't last five minutes!" "@JaneSmith why did you post this picture of yourself lol? Couldn't you have found a better one."
Posts of colleagues without their **consent**	Posting pictures or recordings of colleagues on social media without their permission	"Just bumped into my colleague at the gym. Look at this picture of him lol."

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What can you do to avoid any social media issues?

If you have any queries, concerns or work-related issues, discuss them with your manager or someone from HR. Don't raise them on social media forums, including tagging official CC social media accounts. These are managed by our social media teams only, who won't know the details about your situation.

If your posts have nothing to do with CC please make sure no logos, branding, CC sites, or customers are visible or referenced e.g. in some social media sites (such as LinkedIn) your CC employment is openly communicated to all.

Make sure you know whether your accounts are private or public and choose the appropriate settings that helps attract the right audience.

Be mindful that abbreviations, emoticons and other language can be interpreted in different ways and has the potential to be offensive.

Monitoring your social media usage

For some people, using social media is an important part of their job. If you use it for this, make sure it doesn't have an impact on your performance or other work duties.

Personal use should be kept to non-working hours (before/after work or during lunch times).

Just so you know we'll monitor your internet usage if you're in breach of this policy and also look at your social media profiles (e.g. your Facebook page etc.) if we think there's a good reason to do so or we receive a complaint. We're also able to look at things on social media that has links to CC or mentions us. This way we're able to see what's being posted about us.

What happens if you don't follow the policy?

As this is so important to us, if you don't follow this policy, it could lead to disciplinary action (and in serious cases it could be considered gross misconduct). We don't want this to happen, which is why we've provided you with the guidance in this policy. We also have a Go Social best practice guide that should be read as well as this policy. It gives you more information on how to use and set up your own personal social media accounts. Above all, please use good judgement and common sense.

Because things change very quickly within social media, please make sure that you frequently review this policy for any changes. See more on the Group Development, UK Marketing One CC Page.

What if you would like to contribute to CC Social media?

If you have any content which you would like to be featured across the CC social media accounts, please do get in touch with the social media team by emailing social.media@computacenter.com.

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DOCUMENT CONTROL
DOCUMENT PURPOSE, SCOPE AND STATUS

Topic	**UK People Advisory Team Policies – Social Media**
Purpose	Provide guidance on social media expectations, examples of poor social media and the action likely if the policy is breached
Scope	All CC employees across the group; this includes all employees and temporary workers employed through a third party.
Status	Final
Version as of	May 2024
Duration	Maintained on One CC under HR Policies for as long as it is published.
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Revision Cycle	1 Year
Next revision by	May 2025

DOCUMENT APPROVAL & GOVERNANCE

Version Number	Date	Action	Author	Function
V1.0	03/04/2019	Approval	C Grant	UK HR Legal
V2.0	02/10/2019	Approval	C Grant	UK HR Legal
V3.0	02/10/2019	Approval	C Grant	UK HR Legal
V4.0	05/01/2019	Approval	C Grant	UK HR Legal
V5.0	23/05/2019	Approval	C Grant	UK HR Legal
V6.0	16/10/2020	Approval	C Grant	UK HR Legal
V7.0	04/03/2021	Approval	C Dunlop-Grant	UK HR Legal
V8.0	29/07/2022	Approval	C Comer	UK HR Legal
V9.0	28/06/2023	Approval	C Comer	UK HR Legal
V10.0	23/05/2024	Approval	C Comer	UK HR Legal

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Version Number	Date	Author	Description of modifications
V1.0	18/06/2014	A Todd (HR)	Policy put together in new format
V2.0	12/08/2015	A Todd (HR)	Added paragraph CC using social media to build brand and updates made to what does this policy mean for me – format and content updated to include breakdown of damage to reputation, confidentiality and abusive/offensive posts
V3.0	20/09/2017	Y Ackerman (HR)	Format and layout updated
V4.0	04/01/2019	P Camm (HR)	Table included for examples of poor Social Media behaviour, add to how employees can avoid social media and added if someone wants to contribute to CC social media
V5.0	23/05/2019	L Blair (HR)	Updated social networking sites to include wider scope of such sites
V6.0	16/10/2020	K Harvey (HR)	Updated Social Media example outlets and added social media integral part to day-to-day and included scope of speaking on behalf of CC
V7.0	28/02/2021	C Comer (HR)	Updated formatting and consistent referencing to CC – removed reference to Social Media guidelines
V8.0	29/07/2022	A O'Sullivan (HR)	Formatting updated
V9.0	27/06/2023	William Marxen (Digital Marketing)	Updated golden rules of social media and reviewed remaining content of policy.
V10.0	21/05/2024	Kim Barratt (Social Media Specialist)	Updated Group Ethics link and added in information on AI.

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