

# TIME ETC LTD - SOCIAL MEDIA RULES

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## 1. STATUS OF THESE RULES

These Social Media Rules are an important part of the agreement for provision of services ("Engagement") of Freelancers.

These Rules are designed to help things run smoothly between us. You should also be aware that if you breach these rules it will be a serious matter, and may lead to the summary termination of your relationship with us.

A number of these terms continue to have effect after the termination of your Engagement.

## 2. GENERAL

We expect professional standards of behaviour and communication from you, whatever medium you are using. "Social media" have hazards that other technologies or media do not:

- there can be a blurring of the line between personal and professional;
- there can be a permanent record of what is said and done. Deleting unfortunate tweets, comments and photos does not remove all copies from the internet.

We have tried to keep our rules simple and clear. Contact us promptly if you have any queries or if you do not understand it.

Any restriction in these Rules on what you can Post to social media accounts should be read as including text and words, photos, music, videos, live streaming, links, apps and information.

## 3. PERSONAL SOCIAL MEDIA ACCOUNTS

### a. **'Personal' social media**

This section relates to your personal accounts on such platforms as Facebook, Ning, Twitter, Pinterest, Instagram and your personal writing on blogs and other social media accounts.

We respect your right to privacy, but you must be aware that these accounts (even if you restrict who sees them) are not private. When you post something to a social media account, you are publishing it.

You have the right to express your own opinions, but that does not extend to opinions which may damage our business, our reputation, our credibility or our ability to successfully pitch for business in the future.

Potential clients and employers will check out what you say on social media. Your personal output can have a serious negative impact on our ability to pitch for and gain work.

Your private comments on your own personal accounts should not breach our Rules since there are many applications that automatically link your private and Work emails and your social media activity, and could thereby link back to us.

It is very easy to get your settings wrong and find out that something you thought was a private remark to a friend or group of friends has gone out to the whole world.

### **b. Your personal social media output**

These Social Media Rules apply to your own personal social media and blogging output. Please check the definition of "Colleague" at the end of these Rules – it's a longer list than you might think.

- Do not make any uncomplimentary remarks.
- Do not publish photo, video or sound clips of Colleagues unless you have their express permission.
- Do not make 'coded references' such as 'the biggest client is being difficult'. People can often identify themselves or others from your overall content.
- Any difficulties you have with us should be raised directly with us and must not be Posted on Social Media.
- You are not obliged to 'friend' or 'link' with Colleagues on your personal social media accounts. If you are sent inappropriate messages or remarks from Colleagues in breach of our equality, bullying or social media policies, please report this to us.
- Do not criticise products or services provided by us or our clients or suppliers (whether or not you consider the criticism to be justified).
- Do not criticise supplier staff, products or services - take this up with them or us through normal private channels.
- Do not make any personal remarks.
- Do not criticise or comment on the religious, philosophical or political beliefs of any Colleague.
- Treat as public any comments made by you on Twitter, blogs, forums and anywhere else you comment on the internet. Never rely on privacy or secrecy settings to protect you from harm - they

are often hacked, removed or changed, and your 'secret' rant will then be out there for everyone to see.

- You may not set up social media accounts or fan/group/web/forum pages on behalf of our firm or clients via your own personal social media account or via your own personal email address.

#### 4. PERSONAL PROFESSIONAL SOCIAL MEDIA ACCOUNTS

You should be aware that potential clients often check LinkedIn and other social media as part of their background checks, particularly when buying professional services. Therefore, on your professional social media accounts:

- a. You should conduct yourself in a professional manner when on LinkedIn and other business social media. On these sites keep information relevant strictly to your professional activities.
- b. You may not create any content on our behalf unless we specifically ask you to do so.
- c. You should not set up groups/forums/pages that are linked to your personal LinkedIn or other accounts using our name or brands, or our clients' names or brands.
- d. You should be aware that your status updates and content are public and you should not make any statements that are in breach of the above principles or of our policies/rules.
- e. If we or a client asks you to remove a statement you should do so without delay. However, it is better not to put anything up that might need removing, since this is not always possible.
- f. If you want to show that you Work for us, please ask us for permission, and agree how to show your status

#### 5. SOCIAL MEDIA SERVICES

- a. Only set up a social media account, web page, fan page, group, forum or blog on our account or using the firm's name, brand, logo, or initials or acronyms, if we have specifically told you to set up that specific account.
- b. If we have asked you to set up an account, you must only do so using an email account to which we control access, not one of your own. Request us to set up an email account for you if this is necessary.
- c. You must not be the only administrator with full rights on any pages or forums or sites you create for us or our clients. Ensure that we have full administrator rights on accounts you create. Sometimes this is only possible for the first person who sets up an account/forum. If this is the

case, you must come back to us and we create the account or group and then make you an administrator.

- d. You must give us copies of all log-ons and passwords for accounts and update them promptly when those passwords change.
- e. All followers/contacts/data/lists/metrics created as a result of activity on these accounts are at all times our property and must be used and held in accordance with our confidentiality and data protection policies.
- f. Discuss a 'style sheet' of what type of content and language is appropriate to our commercial objectives. Some markets thrive on 'street talk', while for others swearing, smart remarks, anti-government statements, edgy statements are damaging. We will agree styles with you.
- g. Do not go beyond the 'style' sheet, however tempting it is to be rapid, witty or up to the minute. You should stop and discuss the language and content before Posting.
- h. You should not put up any work which is copyright to others without their express permission (and it should be properly acknowledged). This includes links to other blogs and websites. These should be clearly identified as other people's work such as "via Fred Smith". They should never be presented as your own work. If anyone objects to you linking to their material, you should stop immediately and let us know.
- i. You should only use our branded material in the current authorised format. You should only edit it with express approval from us.
- j. If your job involves locating pictures, videos and visual material, you should only source visuals from sources you have been authorised to you and where you (and we) have the rights to use the material.
- k. Any endorsements or recommendations are likely to be viewed as advertising and you should clear with us how they are to be worded so they fall within the ASA Code of Advertising Practice.
- l. The laws of defamation, copyright, advertising, harassment and many others apply to the social media world, and you should treat your work in the same way you would work in any other media, respecting confidentiality and our policies/rules.

### 6. SOCIAL MEDIA FOR OUR CLIENTS

If your work includes blogging or other social media activity on behalf of clients, then these rules also apply.

- a. You should stay within the client's brief (content, style, language etc.) at all times.
- b. If the client asks you directly to use material that you suspect is not their copyright, discuss this with us before Posting it.

### 7. METRICS, ANALYTICS, PERSONAL AND STATISTICAL DATA

- a. All data associated with online accounts under 5. and 6. (above) is to be made regularly and routinely accessible to us. You may not store or use such data other than in the course of providing Services for us. They remain our property at all times.
- b. You may not copy, store, distribute or harvest such data for your own use, or for anyone else other than the client who commissioned the work or us.

### 8. WEBSITES

- a. You may not purchase or have an interest in any websites containing our name, brands, initials or our clients' names, brands, initials, or otherwise breach any copyright or trademark.
- b. You should promptly inform us of any activity or work you are conducting for yourself or others that is or could compete with us or our clients, or which may potentially damage our reputation or our clients, or is unlawful in some way.

### 9. LEAVING

When you stop Working for or with us, you must:

- continue to observe your contractual obligations of confidentiality.
- stop accessing any accounts that you had access to as a result of your engagement with us.
- ensure that updated copies of all business log-ons and passwords are with us, and that all data, communications, and relevant information about the accounts are in our possession.
- not copy, distribute or retain any data relating to our business or clients, whether electronically or otherwise.
- not keep duplicate lists or followers of friends on our accounts, nor must you contact them after leaving to ask them to follow a new account.
- update any professional, LinkedIn or other entries immediately so that you do not give the impression in any social media format that you are still working for us.

When you stop working for us, there are still parts of your contract that will carry on. This includes the confidentiality clauses.

10. DEFINITIONS

In these Rules, the following words and phrases have the meaning set out in this Clause.

"We", "us"	refers to Time Etc Ltd.
"Colleague"	means any person or organisation you know at or through your connection with us. This includes anyone working with us (whether our employees or other freelancers), and employees of or contractors to any client or any supplier, and any individual clients or suppliers and any person connected to work. And in this context, "suppliers" and "clients" covers any individual or organisation, whether a business, firm or company. Clients also include potential clients that we are actively trying to sell to.
"Work", "at Work"	when these Rules refers to "Work" or "at Work", it is referring to the work you do for us or the Services you provide to us.
"Post" and "Posting"	means uploading or posting to any form of social media platform or peer-to-peer network, including blogging and messaging, any text and words, photos, pictures, audio, music, videos, live streaming, links, apps and information.
"Social Media"	includes (but is not limited to) Bebo, blogs, Facebook, Foursquare, Google+, Instagram, LinkedIn, Myspace, Periscope, Pinterest, Snapchat, Twitter, Quora, WhatsApp, YouTube, Zoom and any apps or games or peer-to-peer messaging platforms that allow you to post.