

Global Social Media Policy

June 2023

1 Purpose

The purpose of this policy is to enable Oxford Policy Management Limited and all entities within its group (collectively referred to as “**OPM**”), directors, employees, consultants, contractors, volunteers, interns, casual workers, and agency workers to use social media to communicate in a professional, authoritative, and accountable manner, in order to minimise the risks to OPM’s business in the use of social media. OPM is also referred to in this policy as **we**, **us**, and **our**.

This policy deals with the use of all forms of social media, including (but not limited to) Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, Vine, Tumblr, and all other social networking sites, applications, wikis, internet postings, forums, and blogs. It applies to use of social media for business purposes as well as personal use that may affect OPM’s business in any way.

It outlines Your responsibilities in relation to the use of social media. Anyone who breaches this policy may be subject to disciplinary action or termination of his or her services contract if applicable. See the section on “Responsibility” for more information.

2 Scope

As a global organisation working in a fast-paced environment, OPM values and encourages a workforce proficient in the latest social media tools. We recognise the potential of these platforms in furthering the reach and impact of OPM’s work, promoting our services and recruiting staff. However, we also have a commitment to engaging responsibly with the public and our fellow employees, which this policy sets out below. This policy is not intended to prevent social media use, but to ensure that all staff use social media in an appropriate way.

This policy applies to all persons and entities working for or on behalf of OPM in any capacity, including directors, employees, consultants, contractors, volunteers, interns, casual workers, and agency workers, all of whom are referred to in this policy as **staff**, **You** and **Your**.

This policy will be reviewed on a biennial basis by the Head of Communications and Marketing. Any changes will be approved by the Senior Management Team.

3 Principles

3.1 Appropriate behaviour

OPM seeks to celebrate the impact of its work and projects through social media. Through all use of social media, OPM’s social media footprint must demonstrate a unified position and support its professional reputation. All those this policy applies to must:

- Be mindful that all content associated with You by which You represent OPM directly or indirectly is consistent with OPM’s values and professional standards. This includes but is not limited to individual social media posts, profile pictures, bio lines on social media accounts, and any other information You might share on social media.
- Be respectful and transparent when making any statement on social media; remember You are personally responsible for all communications that are published on the internet for anyone to see.

- Contact the Head of Communications and Marketing as soon as is reasonably possible, should You see social media content that disparages or reflects poorly on OPM.

3.2 Prohibited Use

- You must avoid making any social media communications that could damage OPM's business interests or reputation, even indirectly.
- You must not use social media to defame or disparage OPM, its staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- You must not express opinions on OPM's behalf via social media, unless expressly authorised to do so by the Head of Communications and Marketing. You may be required to undergo training in order to obtain such authorisation.
- You must not post comments about sensitive OPM business-related topics, such as OPM's performance, or do anything to jeopardise OPM's trade secrets, confidential information and intellectual property.
- You are not permitted to set up a social media channel bearing OPM's name or use of OPM's logo without first gaining approval from the Head of Communications and Marketing.

You must not include OPM's logos or other trademarks (such as "OPM", "OPML", "Oxford Policy Management" or variants of this) in any social media posting or in Your own profile, handles or names on any social media without prior approval from the Head of Communications and Marketing.

Any misuse of social media should be reported to the Head of Communications and Marketing and Your HR Business Partner.

3.4 Reputation

All those to whom this policy applies must respect and care for the reputation of OPM and conduct themselves in accordance with the OPM's Code of Conduct, Global Media Engagement Policy, and other relevant policies at all times. Consideration must at all times be given to the impact, if any, that communications and/or activities have on the OPM's standing in the regional, national, and international communities in which it operates.

In using and engaging with social media, OPM strives to:

- Respond to inquiries promptly and truthfully;
- Gain favourable engagement that can build support for its mission and enhance its reputation among its audiences and stakeholders;
- Limit potential damage to its reputation caused by negative social media coverage;
- Develop trusting relationships; and
- Protect itself and its staff from unfair intrusion.

3.5 Personal use of social media

During office hours

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with Your employment responsibilities or productivity, and complies with this policy.

High-risk travel and security

Be aware of Your use of social media during travel, particularly when travelling to, and in, areas of high risk. Do not check-in to locations or share information about Your whereabouts when travelling. Automatic check-ins should be disabled when travelling to high/extreme risk areas, this would include any social media sites.

Disclaimers and transparency

You should make it clear in social media postings, or in Your personal profile, that You are speaking on Your own behalf and not OPM. Write in the first person and use a personal e-mail address.

If You disclose Your affiliation with OPM on Your profile or in any social media postings, You must state that Your views do not represent those of OPM (unless You are authorised to speak on our behalf as set out above). Please use a disclaimer such as: *"The views on this site are my own and don't necessarily represent those of OPM"* or (if You are short on space) simply *"Opinions my own"*.

You should also ensure that Your profile and any content You post are consistent with the professional image You present to clients and colleagues. If You are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until You have discussed it with the Head of Communications and Marketing. This is to avoid inadvertently creating any legal liability for Yourself and OPM.

Personal references

Social or professional networking sites should not be used as a means of providing references. You should never provide references for other individuals without prior written approval from Human Resources of the text to be used. This is to avoid inadvertently creating any legal liability for Yourself and OPM.

Business contacts

The contact details of business contacts made during the course of Your employment for the purposes of your employment are OPM's confidential information and comprise personal data under the law. These details should be treated in accordance with the Data Protection Policy and its related policies, procedures, and guidance. Intellectual property rights will be dealt with on case by case basis. On termination of employment You may be asked to provide us with a copy of all such information and be issued with a request to delete all such information from Your personal social networking accounts and destroy any further copies of such information that You may have. Should this request be made, You should follow the instructions given.

3.6 Business use of social media

If Your duties require You to speak on behalf of OPM in a social media environment, You must still seek approval for such communication from the Head of Communications and Marketing, who

may require You to undergo training before You do so and impose certain requirements and restrictions with regard to Your activities.

Likewise, if You are contacted for comments about OPM for publication anywhere, including in any social media outlet, direct the enquiry to the Communications and Marketing team and do not respond without prior written approval.

3.7 Project use of social media

Where a project plans to launch social media channels of its own, the Communications and Marketing team must be alerted in order that any legal, funder, or best practice requirements can be advised as part of the launch. The Project Manager must submit all relevant digital information, including social media platform and monitoring logins, to the Communications and Marketing team for central record. All social media activities at a project level must be done in accordance with this policy, and the relevant funder procedures.

3.8 Confidential information

You must respect the confidentiality of others and ensure that personal data and OPM's proprietary information (in particular, concerning commercial sensitive and in-confidence matters) are accessed and used only for company or client contractual purposes and not disclosed except where authorised. Those who have access to such information have a duty to maintain the confidentiality, integrity, and security of such information, irrespective of the storage medium.

Personal data is information or an opinion, including information or an opinion forming part of a database, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.

3.9 Monitoring

We reserve the right to monitor, intercept, and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes which include ascertaining and demonstrating that expected standards are being met by those using the systems and to ensure that our policies are being complied with.

For further information, please refer to our IT and Communications Systems Policy.

3.10 Recruitment

We may use internet searches to perform due diligence on candidates in the course of recruitment and suppliers during the procurement process. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

3.11 Social media advertising

The Communications and Marketing Team must have oversight of all social media advertising taking place across OPM. Any social media advertising relating to OPM – using the OPM brand or name – must be managed by the Communications and Marketing Team. Any project undertaking

social media advertising must alert the Communications and Marketing Team in advance, to be assured that any legal, funder, or best practice requirements are followed.

3.12 Support

In relation to staff use of social media, the Communications and Marketing Team:

- can provide guidance and training on social media skills to help build confidence in using social media and building a professional profile online;
- will guide anyone working for or on behalf of OPM who believes that they have seen or participated in social media use that may misrepresent OPM or cause confusion, harm, or a negative perception of any staff member or the company;
- often asks staff members to assist in producing social media content for OPM channels as subject-matter experts; and
- welcomes ideas for social media content for the OPM social media channels

4 Responsibility

The Chief Executive Officer has overall responsibility for the effective operation of this policy but has delegated day-to-day responsibility for its operation to the Head of Communications and Marketing.

OPM business leaders (directors, office directors and managers, practice leaders, project managers, team managers) at all levels have a specific responsibility for operating within the boundaries of this policy and ensuring that all staff understand the standards of behaviour expected of them.

All staff are responsible for policy implementation by participating and contributing to its success through their actions and suggestions.

This policy should be read in conjunction with the following:

- Code of Conduct
- IT and Communications Systems Policy
- Issues Concerns Reporting and Management Policy
- Global Media Engagement Policy
- Global Brand and Communications Policy
- Safeguarding Policy and Handbook
- Physical Security Policy
- Disciplinary Procedure
- Anti-harassment and Bullying Policy
- Data Protection Policy
- Equality Diversity and Inclusion Policy

Anyone to whom this policy applies who breaches:

- any of the above policies;
- any obligations contained in those policies relating to confidentiality; or

- any applicable laws or regulatory requirements

may be subject to disciplinary action up to and including termination of employment or termination of Your contract for services (to the extent that these policies apply to You). You may be required to remove any social media content that OPM consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action or termination of Your contract for services.

5 Contact

For any questions about this policy, please contact the Head of Communications and Marketing via communications@opml.co.uk.

Social Media Policy

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Policy Overview			
Policy Owner	Head of Marketing and Communications		
Applies to	All employees, Directors and anyone representing OPM		
Global or local scope	Global		
Version Number	3.0	Effective from	01.06.2023
Approvals (Dates)	Board		N/A
	Policy Authorisation Committee		25.05.2023
	Other (please state)		N/A