

## Social Media Policy

### For All Employees of Gold Group Ltd

#### Purpose

This policy provides guidance on the responsible and professional use of social media by employees of Gold Group Ltd. Social media is an essential tool in the recruitment industry, for promoting our brand, engaging candidates and clients, and sharing market insights. However, improper use can present reputational, legal, and confidentiality risks. This policy aims to protect our people, our candidates and clients, and the business.

#### Scope

This policy applies to all employees, contractors, and temporary staff, whether using social media for personal or professional purposes, during or outside working hours. It covers all platforms, including (but not limited to):

- Social networking sites (e.g., LinkedIn, Facebook, X/Twitter, Instagram, TikTok)
- Blogs and online publications
- Forums and online communities
- Video and image-sharing platforms (e.g., YouTube, Snapchat)
- Messaging and collaboration tools (e.g., WhatsApp, Slack, Microsoft Teams)

#### Personal Use of Social Media

- Reasonable personal use of social media during work hours is allowed, provided it does not interfere with performance or productivity.
- Employees must not use company systems to access illegal, offensive, or inappropriate content.
- Employees must not post content that could harm the agency's reputation, or its relationships with clients, candidates, or stakeholders.
- Be mindful of how personal posts may reflect on the professional image of the agency, especially if you list the company as your employer.

#### Professional Use of Social Media

- Only authorised employees may post or manage content on the agency's official social media accounts.
- Content shared on behalf of the agency must be accurate, professional, and aligned with our brand values and tone of voice.
- Any marketing, promotional, or recruitment-related content must comply with relevant advertising standards and employment regulations.
- Do not share vacancies, client names, or candidate details without prior approval and appropriate consent.
- Always follow GDPR and data protection protocols when posting job adverts or engaging candidates.

#### Standards of Conduct

When using social media, employees are expected to:

- Treat colleagues, clients, candidates, and competitors with courtesy and respect.
- Refrain from posting or engaging with content that is offensive, discriminatory, or defamatory.
- Avoid any form of online bullying, harassment, or unprofessional conduct.
- Clearly state when personal views are being expressed and ensure they are not mistaken for the agency's official position.

- Act in a manner that upholds the integrity and professionalism of the recruitment industry.

## Confidentiality and Data Protection

Employees must never disclose:

- Personal or sensitive information about candidates or clients.
- Details of placements, interviews, or job offers without explicit consent.
- Confidential business information such as commercial terms, strategies, or internal communications.
- Any content that could breach client contracts, NDAs, or data protection regulations (including GDPR).

## Monitoring and Compliance

- The agency may monitor the use of its IT systems and social media platforms in accordance with UK data protection laws.
- Any suspected breach of this policy will be investigated and may lead to disciplinary action, up to and including termination of employment.

## Legal Considerations

Employees should be aware that:

- They are legally responsible for what they publish online.
- Content that is offensive, discriminatory, defamatory, or in breach of privacy laws can lead to legal consequences for both the individual and the agency.
- UK legislation concerning harassment, discrimination, copyright, defamation, and data protection applies at all times.

## Support and Advice

If you are unsure whether a post, comment, or action on social media is appropriate, seek advice from your line manager or the HR department before proceeding.

**Note:** This policy forms part of your terms and conditions of employment and will be reviewed regularly to reflect changes in legislation and best practice in the recruitment industry.