



# Social Media

December 2017



# WHERE TO FIND THINGS.

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## Introduction

Social Media and online portals have become popular methods of having conversations and sharing information with others. Everything we post on social media represents our own personal brand, meaning we need to approach the online world in the same way we do the physical one that is by using sound judgment, respect and common sense.

Whatever part of Tesco we work in, we are ambassadors for our company so we need to bare that in mind when posting comments on social media and online portals, both internally and externally.

### 1. Who's this policy for?

It applies to anyone working for and on behalf of Tesco. This policy doesn't form part of your contract and may be amended at any time.

For anyone else not directly employed by Tesco: if you breach this policy we may need to conduct an investigation and consider any ongoing working relationship with Tesco.

### 2. What's social media?

Social media is a platform that allows you to publish information, share content and interact with others either to a wide audience or through private online communications, such as private messages. Social media is the term used for internet-based tools used on computer, tablets, and smart phones to help you keep in touch and to interact with others. It allows you to share information, ideas, and views.

### 3. What types of social media does this cover?

This policy covers the use of any online platform which can be used for networking, sharing information or opinions. This includes posting comments, pictures or videos, blogging, using forums, sending private messages relating to Tesco, its customers or colleagues, endorsing other people's content and re-tweeting/circulating posts. It covers platforms like YouTube, LinkedIn, Facebook,

Twitter, Instagram, Pinterest, Yammer and Instant Messaging services e.g. WhatsApp, Snap Chat, etc., or any other existing or new social media platforms, whether it's internal or external a personal or a work device.

### 4. Can I say that I work for Tesco on my profile?

If you want to then yes you can; just make sure it's clear that you're not speaking on behalf of Tesco and say that 'all views are my own' somewhere on your profile.

### 5. How should I use social media (including internal sites)?

#### Be yourself

If your profile mentions Tesco, be honest about who you are and what you do. Never share your login details or let others post on your behalf. If you're leaving, remember to update your profile with your new company name or employment status.

#### Be respectful

Be respectful to other people, even if you disagree with their opinion. Don't post things or send messages that could damage our reputation, bring the company into disrepute or cause actual or likely harm to the company or colleagues.

Don't use statements, photos, videos, audio or send messages that reasonably could be viewed as malicious, abusive, offensive, obscene, threatening, intimidating or contain nudity or images of a sexual nature, or that could be seen as bullying, harassment or discrimination.

#### Use common sense

You're responsible for what you put online and any impact it has on others, so set up privacy settings if you need to. Never give out personal or private information about colleagues or customers. As a general rule, if you wouldn't say or show it to your manager, then it's probably not appropriate to post or send it online!

And remember, what you post or send can be difficult to delete once it's online.

## Be aware

The media and our competitors are always looking for information about us. Help us protect our company and reputation by thinking carefully about what you put online. If you see something online that may create reputational damage to the company please speak to your manager about this who can contact the Press Office on 01992 644645 or email [press.office@uk.tesco.com](mailto:press.office@uk.tesco.com).

## Did you know?

Even when you say something is your personal opinion Tesco can still be held liable, so pause and think before you post.

You should never assume your social media content won't reach a wider, public audience. Even if it was originally meant for a small group of friends or for a private message, colleagues or customers may have access to things you put online.

## Protecting our business

To help protect our business, anything you develop or create, including programs or documentation, whilst working for us remains the property of Tesco and must not be used or shared on social media sites or on-line forums, unless you have specific permission from your director to do so.

Never reveal confidential or sensitive information including anything that is given to us in confidence by suppliers or third parties.

This includes information about Tesco which is not in the public domain.

If you notice any posts on social media that contain company information which you believe to be confidential (basically something which isn't already in the public domain), you can report this via Protector Line on 0800 374 199 or via e-mail: [protectorline@expolink.co.uk](mailto:protectorline@expolink.co.uk).

## Protecting yourself

To help protect yourself against hackers online it is important to ensure that you keep all passwords and log in details strictly private and confidential. It is equally important to select a password that is not directly associated with you or your life inside or outside of work. You should aim to combine a pattern of letters and numbers to create your password, for example, eL3ph8@nt!. In doing so you can safeguard your accounts against harmful hackers and viruses.

## Respect intellectual property laws

Intellectual property laws (which include copyright and trademarks) are in place to protect the ideas people have, create or develop so that other people can't steal or use them without permission. For example, Tesco is our trademark, which means we can stop other people from using it on their stores and products.

We must always take care to protect intellectual property rights and respect the rights of others. Stealing someone's idea can reflect badly on Tesco and damage customer trust.

Most forms of published information are protected by copyright, which means you shouldn't re-use it without getting the owner's permission first.

Copyright applies to stuff that's used both internally and externally so make sure you always respect copyright and seek permission first – even if it's only being used within Tesco. Copyright can also apply when sharing content on Twitter and Facebook, so be mindful when doing this.

Trade mark law can apply to brand names when using hashtags (#tesco), so always get permission before using another party's brand. Breaches of Intellectual property rights could result in disciplinary action, which could lead to your dismissal.

If you have a question about intellectual property, please contact: [marketinglaw.signoff@uk.tesco.com](mailto:marketinglaw.signoff@uk.tesco.com) .

## **6. Can I use my Tesco email address when I'm using social media?**

No you should use your personal e-mail address unless you're speaking on behalf of the company (and are authorised to do so). Colleagues who manage social media accounts on behalf of Tesco should always ensure that personal and work accounts are kept separate and specific guidelines on how to manage Tesco accounts must be followed at all times.

## **7. Can I use the company logo, brand name or pictures of a store, office etc. in my posts?**

Yes, as long as it's connected with work, appropriate to post and any people in the photo are happy for it to be posted. For example, you could use pictures of the store/DC or office for:

- Promoting an event.
- Showing your team dressed up for a charity day.
- Posting a photo of a great merchandising display.
- Showing someone receiving an award.
- Promoting community work or an event.

Any inappropriate use of the Tesco logo, name or pictures will be investigated and could result disciplinary action being taken which may lead to your dismissal.

## **8. Can I use social media to share stuff with my team and other colleagues?**

Yes you can, and a great way to do this is through Yammer, our social network.

Our social media policy applies to Yammer and company information on there shouldn't be repeated externally unless it's already in the public domain.

## **9. Can I use social media during working hours?**

Yes, if you're using social media for part of your job or it's related to work (for example, to help a customer or posting a question through Yammer). Yammer is our internal social network at Tesco and for security reasons we should

use this over other social networks. Using social media during working hours must be reasonable and shouldn't interfere with you carrying out your job. Unreasonable use may be investigated and could result in disciplinary action which could lead to your dismissal.

## **10. What should I do if I see a colleague has posted something offensive or inappropriate on line?**

If it's something that's personally offensive to you, you should speak to the person involved, if you're comfortable to do so, and ask them to remove the post. If the posts aren't removed or it happens again you should speak to your manager about it. If the post is directly about you, and has been posted without your consent please speak to your manager.

Equally, if you believe you or anyone you work with is being bullied, or harassed through comments posted on social media or messages/images sent by other colleague(s), you need to speak to your manager or people manager/partner to resolve this situation. For more information on this process please refer to the [Bullying and Harassment](#) policy.

Alternatively, if you don't feel comfortable speaking to your manager speak to another member of the senior team, or alternatively you can report it via Protector Line on 0800 374 199 or via e-mail: [protectorline@expolink.co.uk](mailto:protectorline@expolink.co.uk).

Posting, sharing, sending or endorsing offensive or inappropriate messages or posting confidential or sensitive information, could result in disciplinary action, which could lead to your dismissal.

If your post, comment or message would breach our policies or code of business conduct in another forum it will breach it in an online forum too.

## **11. Is social media monitored?**

Yes. Social media sites are scanned for any mention of Tesco, our products and services or inappropriate comments about the company, our colleagues, managers or customers. If you spot anything that's been posted about

our business that concerns you please speak to your manager who can contact the press office if they feel it could create reputational damage.

Inappropriate content including posting confidential or sensitive information will be investigated, and may result in us taking disciplinary action against you which could lead to your dismissal.

If it comes to our attention that any inappropriate posts, comments or messages have been made/sent by you or can be viewed on your profile, then we reserve the right to access these posts and to take copies of them. You may also be asked to remove any content that we consider to be a breach of this policy. If you don't remove the content when asked, it may result in disciplinary action which may result in your dismissal. Any inappropriate posts may be used in internal proceedings and may be used in any subsequent legal proceedings.

## **12. Related reading**

Code of Business Conduct  
Information Security policy  
Data Protection policy  
Internet Usage policy  
Bullying and Harassment Policy

## Policy information.

| Version No. | Date of change | Summary of change   |
|-------------|----------------|---|
| 1           | 7/12/2015      | Consolidated all guidance on Social Media into one policy.  |
| 2           | 1/12/2016      | Guidelines on what to do if you think you are being bullied or harassed online;<br>Protecting yourself online against hackers.  |
| 3           | 1/12/2017      | <ul style="list-style-type: none"><li>• Policy Rebrand</li><li>• Additional information and guidance on who to contact for inappropriate posts.</li><li>• Included wording for colleagues who manage social media platforms on behalf of Tesco.</li></ul> |

**Policy owner: [employment.policy@uk.tesco.com](mailto:employment.policy@uk.tesco.com)**

## Ownership and confidentiality

This policy and any associated documentation remains the property of Tesco and should be returned if requested.