**1. Purpose**

The purpose of this policy is to provide clear guidance on the acceptable use of social media by employees and representatives of NWF Facilities Ltd. It aims to protect the company’s reputation, ensure compliance with legal obligations, and foster a respectful, inclusive, and environmentally conscious workplace culture both online and offline.

**2. Scope**

This policy applies to all employees, agency workers, contractors, and temporary staff using social media in a personal or professional capacity where their actions could reflect on NWF Facilities Ltd. It includes (but is not limited to) platforms such as:

* Facebook, Twitter (X), Instagram, LinkedIn, TikTok
* Blogs, forums, and online communities
* WhatsApp or other messaging services used for work purposes
* Comments, posts, shares, or tags involving the company, its clients, or personnel

**3. Policy Statement**

NWF Facilities Ltd supports the responsible use of social media and recognises its value in communication, engagement, and business development. However, the use of social media must not:

* Damage the reputation of the company or its stakeholders
* Breach confidentiality or data protection laws
* Harass, bully, or discriminate against any person
* Contradict our commitments to diversity, inclusion, or climate responsibility
* Undermine the company’s values or operational integrity

**4. Guidelines for Use**

**When Using Personal Accounts:**

* Do **not** post content that identifies your role with NWF Facilities Ltd in a way that could cause reputational harm
* Do **not** share confidential or sensitive company information
* Avoid engaging in discussions that could bring the company into disrepute
* Do **not** use the company logo, name, or branding without authorisation
* Be respectful in tone and avoid offensive, illegal, or inappropriate content
* Never post comments that undermine the company’s sustainability or climate objectives (e.g. promoting anti-environmental rhetoric)

**When Using Company Accounts:**

* Only authorised employees may post on behalf of NWF Facilities Ltd
* Ensure content aligns with our corporate communications strategy and values
* Obtain consent before sharing images or personal information of staff, clients, or partners
* Promote the company’s environmental and social commitments in line with our ISO 14001 and CSR policies
* All posts must be factual, respectful, and legally compliant

**5. Data Protection and Confidentiality**

Employees must not share any information that could breach:

* The **UK GDPR** or **Data Protection Act 2018**
* Client confidentiality agreements
* Internal company documents, projects, or incidents
* Personal details of colleagues, customers, or business contacts

**6. Monitoring and Enforcement**

* NWF Facilities Ltd reserves the right to monitor public social media use to protect its reputation and ensure compliance
* Any suspected breaches of this policy will be investigated
* Disciplinary action may be taken, up to and including dismissal, for serious or repeated breaches
* Content that incites hate, violence, or discrimination will result in immediate action and potential legal escalation

**7. Climate Change and Sustainability Considerations**

NWF Facilities Ltd encourages the use of social media to promote sustainable behaviours and environmental awareness. Employees are:

* Encouraged to share and support the company’s climate change actions and Net Zero targets
* Expected not to undermine or contradict our environmental policies in personal or professional social media use
* Reminded that social media activity should reflect our commitment to responsible consumption, digital sustainability, and ethical communication

**8. Training and Awareness**

* Social media policy awareness is included in staff induction
* Annual training updates are provided on responsible digital behaviour, confidentiality, and sustainability
* Managers are trained to support staff and monitor social media use where relevant

**9. Review**

This policy is reviewed annually or when:

* Social media platforms or practices evolve significantly
* Legal or regulatory changes occur
* New risks to brand or data protection are identified
* Updates to the company’s digital or climate strategy take place

**Signed:**  
[Director’s Name]  
Managing Director  
NWF Facilities Ltd  
**Date:** 01.02.2025