



SOCIAL MEDIA MANAGMENT POLICY

VERSION NUMBER: 1.1

ISSUE DATE: 15/02/2022

DATE OF LAST REVIEW: 8/11/2022

Policy Commitments

Northern Edge Studio recognises that social media can have a negative impact on those who consume it. We will use our channels to showcase positive and honest content in a safe and conducive environment.

Goals & Objectives

Northern Edge Studio will:

1. Protect the privacy of any clients and persons who are featured
2. Ensure that all content is presented in a safe and positive manner
3. Remove any content which goes against this policy as soon as reasonably possible
4. Respond to questions and concerns in a prompt and truthful manner
5. Be transparent about the use of any paid products
6. Promote positivity and inclusivity

Staff will:

1. Not use company social media channels for personal gain
2. Not post content using company assets on private pages without prior approval
3. Ensure any content associated with Northern Edge Studio is presented in a safe and positive manner

Definitions

Social Media encompasses all forms of communicating or posting information or content of any sort on the Internet, such as communication posts, or other activity on a social media profile (including, but not limited to Instagram, Snapchat, Tik Tok, YouTube, Twitch, Facebook, Twitter, LinkedIn, etc.), an online blog, any personal website, an online bulletin board or a chat room or any other electronic medium.

Responsibilities

Managers and principals are accountable for enforcing this Code of Conduct; however, all employees have a responsibility to adhere to the policy at all times. All breaches of the policy will be dealt with in accordance with the Northern Edge Studio's Working Practices Policy.

Breaches may result in disciplinary action, which in serious circumstances may include termination or prosecution.

Application

This policy applies to Northern Edge Studio and New Northern.

Northern Edge Studio provides this policy to all staff, contractors, sub-contractors, and interested parties upon request.



Scope

The version of this policy applies from the sign-off date.

It replaces all previous versions and should be read in conjunction with all current policies and procedures and relevant legislation. Queries in regard to content of this policy are to be referred to the principals.

This policy will be reviewed regularly, and modified as required, to reflect changes in company policy, best practice, and compliance with the relevant legislation.