



Social Media Guidelines for G4S Employees

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Owner	Digital Communications Manager
Approver(s)	G4S Social Media Forum

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For onward distribution to all G4S employees	

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Using Social Media – Keeping Safe and Legal

Social media platforms are changing the way we work, interact and socialise. We all have access to social platforms and the democratisation of the web has made each and every person within G4S a potential publisher.

G4S wants to empower our employees to use the social web in an effective and supportive way that gives our customers, colleagues and any external viewers the best possible understanding of who we are and what we do.

It's a great way to engage and communicate, but there are also potential risks that we must all be aware of.

If you are a user of social media and you engage in conversations online then please observe these simple but effective guidelines on how to conduct yourself, have fun and stay safe:

1 Understand privacy settings... and use them.

- We do not expect all of your social media use to be work-related, but be aware of what content is visible to your networks and who else might be able to see it.
- You should only allow access to those you really want to share information with.
- Remember that what you share with online "friends" may also be shared by them – what you post can quickly get out of your control.
- Don't upload photos of colleagues unless you have their permission to do so.
- If you are communicating with friends or any non-G4S people, be careful about what information about your work that you share as it might compromise your safety or the safety of a colleague or the business.

2 Stay safe.

- Our work means that we can be targeted by criminals. Don't put yourself, your colleagues or your family at risk.
- Information about your work, your workplace or your home may be accessed by criminals and used to target you, so think carefully about what you put online.
- Never talk about security processes, equipment, locations or procedures.

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- Be very careful when posting photographs that may identify you or your colleagues in your work environment or in uniform.
- Be aware when using geo-location media as this may make you a target for attack!

3 Stay legal.

- Be careful that what you post doesn't break the law or your contract of employment.
- Remember that you have signed confidentiality agreements as part of your employment contract, which prohibits you from giving away confidential information.
 - This includes (but isn't limited to) information about trademarks, upcoming product releases or events, sales, financial information, number of products sold, number of employees, company strategy, or any other information that has not been publicly released by the company.
 - It may also include restrictions on identifying your location, so be very careful about what you say about where you work.
- As a G4S employee you are also bound by the G4S Business Ethics policy (which can be found on the G4S.com web site) and your local business policies relating to acceptable use of company equipment, local laws relating to Data Protection and other laws within your country. Be mindful of these and think before you post.
- Remember that **you** are legally liable for anything you write or present online.
 - Employees can be disciplined by the company for commentary, content, or images that are defamatory, pornographic, harassing, libellous, that can create a hostile work environment or that may bring the company into disrepute.
 - You could also be sued by colleagues, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, harassing, libellous or creating a hostile work environment.
- Your contract also prohibits you from selling any product or service that would compete with any of G4S's products or services unless you obtain permission in writing before you start. This includes, but is not limited to, training, books, products, and freelance writing.
- You are also not permitted to privately sell any G4S property.
- If in doubt, check. If you are not sure about whether information has been released publicly or doubts of any kind, speak with your manager or your communications team before releasing information that could potentially harm our company, or our current and potential products, employees, partners, and customers.

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4 Manage your own reputation.

- Build your own reputation. Be yourself. Care about what you are talking about. Add value to the conversation.
- Write what you know. Stick to your area of expertise and provide unique, individual perspectives on what's going on at G4S and in your part of the world.
- Google yourself. If you want to engage in social media or have done for some time it is always worth understanding what information, images and content is on the web that refers direct to you.
- Don't spam. Ever. Do feel free to link to other blogs and posts by both G4S employees and others but do not do it simply to spam the company name to others.
- Give credit where credit is due. Being a good citizen of the web does rely on attributing quotes and images to the original author / publisher. If you do this others will do it for you. Also ensure all images you use are shareable so that others can pass on your work to other interested parties.
- Be a good conversationalist. Monitor and reply to comments in a timely manner, make sure you review comments to tweets and posts etc regularly, you have an audience, don't alienate it.
- If you are having an emotional response to something, take a break and make sure it is an appropriate response – or show someone else first before you send it.

5 What's work and what's personal?

- Social networks blur the lines between public and private, personal and professional. Just by identifying yourself as a G4S employee, you are creating perceptions about your expertise and that of the company.
- You can of course express your own opinion, but please make it clear that the opinion is yours and not the company's.
- If you are developing a site or writing a blog that will mention G4S, we can provide a disclaimer that you can use.
- The company logo and trademarks may not be used without explicit permission in writing from the company. This is to prevent the appearance that you speak for or represent the company officially. If you use the G4S logo it can lead people to believe that you are operating an "official" G4S capacity, so make sure you use the disclaimer and clearly show that it is personal and not the views of the company.

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- If you are using the G4S logo, please make sure you use the correct one.
- If you are developing a site or writing a blog that will mention G4S and / or our current and potential products, employees, partners, customers, and competitors, as a courtesy to the company, please let your manager or communications team know that you are doing this.

6 Be a good online citizen.

- Share! One of the G4S values is Teamwork and Collaboration and we believe in sharing and linking to the best content from all over the web.
- A link is not an endorsement, so don't be shy about sharing something from another source if you feel it is worthwhile.
- Speak up on positive news. If you see something posted that you like, say so. Mention it to others or link to it. Tell others about it.
- Speak up when you disagree. If you see something posted that you feel is derogatory, offensive or incorrect, respond or flag it up to your manager or communications team.
- Social media is a great opportunity to show that we understand and acknowledge issues and deal with them appropriately – both as a company and as individuals.
- Avoid becoming confrontational: others are also entitled to air their opinion, even if it does not match your own.
- Social media sites are a great way to share your thoughts, but sometimes there are more appropriate channels, particularly if you are not happy with something at work. If you have an issue with a colleague, manager or something that the company has done, there are internal channels that you can use, including your line manager, your HR department, your communications team, your regional team, or even the global whistle-blowing service.

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7 Sometimes mistakes happen...

- If you are concerned that you have made a mistake or error of judgement then let your manager or communications team know as soon as possible.
- Don't ignore mistakes – the sooner it is addressed, the more likely the impact will be reduced.
- If something you have done negatively impacts the company the chances are we will have found it through monitoring anyway but always flag it up and together we can agree the best course of action.

Please observe these simple but effective guidelines on how to conduct yourself, have fun and stay safe when using social media.



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