

Introduction

Employees of NESC Staffing, Corp. (NESC) may have the opportunity to access social media services and social networking websites at work through Company IT systems.

This social media policy describes the rule governing the use of social media at NESC. It outlines how the staff must behave when using the Company's social media accounts. It also explains the rules about using personal social media accounts at work.

Why This Policy Exists

Social Media can bring significant benefits to NESC particularly for building relationship with current and potential customers and contractors.

It's important that the employees who use social media within the Company do so in a way that enhances the Company's prospects. A misjudged status update can generate complaints or damage the Company's reputation. There are also security, copyright and human resource issues to consider.

Policy Scope

This policy applies to all staff, contractors and volunteers at NESC who use social media while at work.

Social media sites and services include (but are not limited to):

- Popular social networks such as Twitter and Facebook
- On-line review websites such as Yelp, Reeevoo and Trustpilot
- Sharing and discussion sites such as Delicious and Reddit
- Photographic social networks such as Flickr and Instagram
- Question and answer social networks such as Quora and Yahoo Answers
- Professional social networks such as LinkedIn and Sunzu

Responsibilities

Everyone who operates a Company social media account or who uses their personal social media accounts at work has responsibility for implementing this policy.

Key Positions:

- The President of National Sales, National Recruiting Manager and LinkedIn Coordinator are responsible for working with the Social Media Manager to roll out marketing ideas and campaigns through our social media channels.
- The Social Media Manager is responsible for ensuring that NESC uses social media safely, appropriately and in line with the Company's objectives.
- Both the LinkedIn Coordinator and Social Media Manager are responsible for ensuring requests for assistance and support made via social media are followed up.
- The IT Department is responsible for providing tools for managing the Company's social media presence and responsible for proactively monitoring for social media security.



Social Media Contacts

The Social Media Contact is the source of the individual office's information that would be posted on-line by the Social Media Manager using Hootsuite, except on local sites such as a Yelp. The Social Media Contacts are responsible for keeping the local sites up-to date and responding to all concerns and complaints on the local sites unless stated otherwise.

Office Locations:

Woburn, MA
Boca Raton, FL
Dallas, TX
Houston, TX
Walnut Creek, CA

Portsmouth, NH
Plymouth Meeting, PA
Hartford, CT
Scottsdale, AZ

General Social Media Guidelines

NESC recognizes that social media offers a platform for the Company to perform marketing and stay connected with customers, contractors and possible clients while building its profile on-line.

NESC also believes its staff should be involved in industry conversations on social networks. Social media is an excellent tool for employees to make useful connections, share ideas and shape discussions.

NESC does not request or require employees to share their social media usernames or passwords and use of personal social media accounts for work-related topics is strictly voluntary.

Using Personal Social Media While At Work

Acceptable Uses:

Employees may use their personal social media accounts for work-related purposes during regular hours, but must ensure this is for a specific reason, such as job postings or finding candidates.

Social media should not affect the ability of employees to perform their regular duties. Use of social media accounts for non-work purposes is restricted to non-work times, such as breaks and during lunch.

All employees are welcome to share, like or comment on content published on the NESC website and social media sites, assuming the website has the functions to do so.

Unacceptable Uses:

Staff using a NESC LinkedIn account that NESC has paid a license for should be aware of such and act responsibly.

Frequent use of personal social media at work that affects the employee's work is based on management's judgement. All succeeding results are up to the employee's direct manager.

Any staff that posts inappropriate pictures, articles or indecent media will be given a warning first. Those who persist will lose their licensed seat or more depending on management's judgement.



Anyone creating unauthorized accounts in the Company's name or misusing the Company logo is violating this policy.

Employees' Rights

In a statement released by the National Labor Relations Board on May 30, 2012, no employee or contractor can be fired or demoted based on an employee or contractor discussing wages or working conditions with co-workers on-line during non-work hours.

Company's Rights

Any discussion based on NESC's social media sites or that is clearly meant to draw attention to NESC (such as on Twitter, using @NESC in order to send a notification to NESC's social media team) will be considered to be including NESC in the discussion.

Doing so will be considered to be contacting the Company directly and all postings will be dealt with as though said or done in the workplace.

When Posting As NESC Staffing, Corp.

Purpose of Social Media Accounts

NESC's social media accounts may be used for many different purposes. In general, employees should only post updates, messages, or otherwise use these accounts when that use is clearly in line with the Company's overall objectives. For instance, the social media accounts may be used to:

- Respond to customer inquiries and requests for help.
- Share newsletter posts, articles and other content created by the Company.
- Share insightful articles, videos, media relevant to the business, but created by others.
- Provide fans or followers an insight into what goes on at the Company.
- Promote marketing campaigns and special offers.
- Support new product launches and other initiatives.

Use of Company Social Media Accounts

Only people who have been authorized to use the Company's social networking accounts may do so. Those who are authorized are responsible for what is posted. Authorization is provided by the President of National Sales, the LinkedIn Coordinator and the Social Media Manager. It is typically granted when social media-related tasks form a core part of an employee's job.

Confidentiality

At no point should any client company's name or logo be used on social media unless the client company has clearly stated in writing that doing so would be allowed.

No contractor or employee's name, voice or image is to be used in any way unless permission is granted in writing. No person is to be mentioned in any other manner other than complimentary. Any complaints or concerns from the public stated on-line will be taken to either a private discussion or off-line completely if possible.

Defamatory remarks will not be tolerated on any site or tool.

Creating Social Media Accounts

New social media accounts in the Company's name must not be created unless approved by the President of National Sales, the National Recruiting Manager, the LinkedIn Coordinator and the Social Media Manager.

The Company operates its social media presence in line with a strategy that focuses on the most appropriate social networks.

Definitions of Inappropriate Content

The following definitions are for use by staff, contractors or volunteers using any of the resources related to NESC. These guidelines have been established by management.

The legal definition of inappropriate content or material covers any text, image or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation or other characteristics protected by law. Although not all inappropriate content is defined here, a list of items below is provided as an example, but is not limited to:

- Pornography
- Racial or religious slurs
- Gender-specific comments
- Information encouraging criminal skills, behavior or terrorism
- Material related to cults, gambling or illegal drugs
- Any illegal or criminal activities
- Sending offensive or harassing material to others via social media
- Broadcast unsolicited views on social, political, religious or other non-business matters
- Sending or posting messages or material that could damage NESC's image or reputation
- Discussing colleagues, client or contractors without their written approval
- Company social media account must not be used to share or spread inappropriate content or take part in any activities that could bring the Company into disrepute
- When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly and should not post a link based solely on a headline, forward or link to spam, junk email or chain emails and messages.

Guidelines for Speaking on Behalf of NESC Staffing, Corp.

Do Not:

- Create or transmit material that might be considered defamatory or would incur liability for the Company.
- Post messages, status updates or links to material or content that is inappropriate.
- Share or link to any content or information that could be considered confidential or commercially sensitive.

Protecting Social Accounts

Company social media accounts must be protected by strong passwords. These passwords must be shared with authorized users.

Wherever possible, employees should use a two-factored authentication to safeguard Company accounts.



Staff may not use a new piece of software, app or service with any of the Company's social media accounts without first receiving approval from the President of National Sales, the LinkedIn Coordinator and the Social Media Manager.

Avoid Social Scams

Staff should watch for phishing attempts where scammers may attempt to use deception to obtain information relating to either the Company or its customers.

Employees should never reveal sensitive details through social media channels. Customer identities must always be verified in the usual way before any account information is shared or discussed.

Employees should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague sounding direct messages.

Obey Copyright Laws

NESC respects and operates within copyright laws. Users may not use social media to publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. Users may not share links to illegal copies of music, films, games or other software.

Policy Enforcement

Monitoring Social Media Use

Company IT and internet resources are provided for legitimate business use. NESC therefore reserves the right to monitor the use of social networks. Any such examinations or monitoring will be carried out by authorized staff.

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action up to and including termination of employment.

Employees, contractors and other users may be held personally liable for violating this policy.

Where appropriate, the Company will involve the police or other law enforcement agencies in relation to breaches of this policy.