



# Thompsons of Prudhoe Group of Companies\* Policy Statement

\*The Thompsons of Prudhoe Group of Companies comprise:

Thompsons of Prudhoe Holding Ltd, Thompsons of Prudhoe Ltd, W & M Thompson (Quarries) Ltd & Tyneside Minimix (Concrete) Ltd  
Registered Offices: Thompson House, Princess Way, Low Prudhoe, Northumberland, NE42 6PL

## SOCIAL MEDIA PROCEDURE FOR GROUP EMPLOYEES AND SUPPLIERS

The nature of the Thompsons of Prudhoe Group\*'s work means that often we will be involved in high-profile projects for clients.

As individuals within the Group we must all understand the impact that any contribution on social media might have on people's perceptions of the Thompsons of Prudhoe Group, its staff, Directors, shareholders and the consequent possible effect on the perception of our clients.

We recognise how social media is used in everyday life and is established as part and parcel of daily communication. It can help to positively shape public opinion about our Group and our operations, employees, customers and partners, but can also be used deliberately or unintentionally to make public information or comment that might be confidential in itself or damaging to the Group's and its Clients' interests.

Because of the perceived informality of social media, people may not reflect on their actions or comments before posting comments, photos or videos on to a social media site. However, as it is in the public domain, it is in essence "Publishing" and so has the potential to cause offence, breach civil law of slander & libel and even infringe criminal law if comments are in any way prejudicial or incite hate crimes. Also, once published, it may be impossible or very difficult to retract.

All social media activity in relation to the Group is currently managed centrally at the Head Office by the HR Director and Business Development Manager and their appointed agencies.

It is important that the Group's presence and that of all of its Clients across all social media platforms is carefully managed and any inappropriate or derogatory comments are dealt with appropriately. A mismanaged or inappropriate comment from an employee, contractor or supplier on a social media channel can be extremely damaging and easily picked up by the media or local neighbours.

We have therefore developed this Policy to help manage appropriate social media content that might affect the Group, its employees or any of our Clients. This Policy is to be followed by all Group employees and Directors and also by the Group's suppliers and sub-contractors.

The subject and content of any social media messages in relation to the Group and / or any Client must not:

- Compromise the name or reputation of any Group company, Director, Shareholder, employee, supplier, Client or any of their stakeholders, or any of our competitors
- Make unauthorised financial commitments on behalf of any Group company, Director, shareholder, employee, supplier, Client, or any of their stakeholders
- Represent personal views as the views of any Group company, Director, shareholder, employee, supplier, Client, or any of their stakeholders
- Contain anti-competitive or commercially sensitive information
- Contain harassing or offensive statements, including any debasement of race, creed, colour, nationality, ethnic origin, region, area, marital status, sex, sexual orientation, sexuality, gender, gender reassignment, age, disability, religious or political beliefs, including membership or non-membership of a trade union.





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- Contain defamatory statements. In particular, care should be taken with the style of language used and the effect that the message will have on the recipient. Material will be deemed as being defamatory if it has damaging or derogatory effect on any person or organisation
- Contain personal information relating to any Group company, Director, shareholder, employee, supplier, Client or any of their stakeholders, or competitors, without their prior approval.
- Contain your contact details where they can be accessed and used widely by people that you did not intend to provide them to. Never publish anyone else's contact details

The sanction for any breach of this Policy will be determined in accordance with the Group's Disciplinary Procedures depending upon the seriousness of the breach but may range from an informal word of advice to termination of employment for gross misconduct. For Sub-contractors and Suppliers any breach may lead to immediate withdrawal of Approved Supplier Status.

Please use social media responsibly and considerately.

This Policy shall be reviewed annually, and following any significant change or development in the Group's business operations.

Signed:  .....

Date: 10/8/18 .....

**Helen M Hillary**  
HR Director  
Thompsons of Prudhoe Group

TOP/QMS/0039

