

HR Policy

P102 A1

Social media policy

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1 Purpose

We recognise social media enables quick, easy, low cost and direct communication between TfL employees and between TfL employees and third parties. The use of social media comes with a responsibility for appropriate use and therefore we need to ensure that as TfL employees, we all understand our responsibilities when using social media both internally and externally. To minimise any risks to TfL and to its employees, all employees must comply with this policy.

Whilst TfL prides itself on being an open and transparent organisation it is still necessary to protect both the public reputation of TfL and the confidential information of TfL, employees, customers, and suppliers and ensure that we act in accordance with TfL policies and the overall TfL strategy.

2 Organisational scope

This policy applies to employees of TfL, Docklands Light Railway Limited, Rail for London Limited, London Bus Services Limited, London Buses Limited, Victoria Coach Station Limited who are on TfL employment contracts (Paybands 1-5 and Directors) and those staff on predecessor organisation employment contracts where the individual has transferred to the employment of TfL.

2.1 Scope and definitions

This policy applies to employees' use of all forms of social media and online media. The use of social media is an increasingly popular activity and plays an important role in many people's lives. However, the use of social media can easily blur the lines between professional and personal boundaries. Employees need to be aware of how they should use social media in a way that respects these boundaries and avoids damaging TfL's reputation or breaching TfL policies in a way that could affect their employment.

Social Media - includes any websites and applications that enable people to socially interact with one another electronically, and give comment or opinion through words, images or video content, often in real time.

3 Uses of social media

There are three main uses of social media in a TfL context:

- Employees using internal networking platforms supplied by TfL (i.e. Yammer or similar)
- Employees using external social media as part of their role at TfL
- Employees using external social media outside of their TfL roles.

4 Social media principles

- 4.1 TfL employees are encouraged to participate in dialogue on internal networking platforms. Employees may also use external social media platforms. Employees must however act in accordance with TfL's policies. For example, employees should not insult colleagues or upload inappropriate or offensive material and should be respectful to others when making statements on social media.

- 4.2 Employees must take care when mixing their personal and professional life in the social media world. TfL respects the right for employees to speak freely on social media and this policy supports that principle. However, employees must remember at all times that other employees; customers and suppliers often have access to the online content posted. This should be kept in mind when publishing information online that can be seen by others or reposted in an unrestricted environment on other social media. Social media never forgets and once published it is essentially a permanent record.
- 4.3 On non TfL social media, employees must not publish or discuss confidential information, refer to their own opinion as being that of TfL's, or appear to represent TfL's view on any topics (this is done by the official TfL channels of communication).
- 4.4 Employees should not post on social media any confidential or sensitive information (or make comments about confidential or sensitive information) related to TfL or its employees, customers or suppliers without their express permission and in terms of sensitive personal information of others, without their prior written consent.
- 4.5 It is important that employees do not commence, react or respond to negative posts or to a third party's attempt to start inappropriate conversations about TfL or its employees, customers or suppliers. If employees are aware of potentially damaging conversations or posts involving TfL employees, they must alert their line manager. If employees are aware of potentially damaging conversations or posts that could damage TfL's business interests or reputation, they should alert their line manager or the Press Office where it is appropriate to do so.
- 4.6 Employees should not use social media in a way that:
- disparages or otherwise brings into disrepute TfL or its employees, passengers, customers or suppliers
 - harasses, bullies or unlawfully discriminates against TfL's employees, passengers, customers, suppliers or other third parties
 - breaches any of TfL's policies
 - breaches any other laws or regulatory requirements.

5 Compliance

Employees need to be aware that breaches of this policy (or any of the policies listed in section 8 may lead to disciplinary action being taken against them. Where such breaches are deemed to be gross misconduct, disciplinary action may result in dismissal.

TfL may require an employee to remove any social media content that TfL considers to constitute a breach of this policy (where it is in the employee's control to remove the content) or to make all reasonable attempts to remove the social media content (if the content is not within the employee's control). An employee's failure to comply with such a request may in itself result in disciplinary action.



6 Support and advice

If you have any questions about social media either internally or externally, please contact:

External

Contact the Social Media and Content team on digital@tfl.gov.uk.

Internal

Contact the internal digital team on intranet@tfl.gov.uk.

Support and advice can also be obtained through speaking to your manager or contacting HR Services (internal 1729).

7 Person accountable for this document

| Name | Job title |
|------------|----------------------------|
| [REDACTED] | Head of Employee Relations |

8 References

| Document no. | Title or URL |
|--------------|--|
| P078 | TfL Code of Conduct |
| P090 | Discipline at Work Policy |
| P087 | Bullying and Harassment Policy |
| P088 | Business Ethics Policy |
| P049 | Acceptable Use Policy |
| P116 | TfL Information Security Policy |
| P023 | TfL Privacy and Data Protection Policy |

9 Document history

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