

## MANTRA LEARNING LTD

### SOCIAL MEDIA POLICY

#### A) INTRODUCTION

This Policy provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether employees are handling a corporate account or use one of their own, they should remain productive. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

“Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers all of them.

Mantra Learning consider two different elements: using personal social media at work and representing Mantra Learning through social media.

#### B) USING PERSONAL SOCIAL MEDIA

We allow employees to access their personal accounts at work. But, we expect them to act responsibly and ensure their productivity isn't affected. Using social media excessively while at work can reduce efficiency and concentration.

Whether employees are using their accounts for business or personal purposes, they may easily get sidetracked by the vast amount of available content.

We advise employees and associates to:

- **Use their common sense.** If employees neglect their job duties to spend time on social media, their decline in productivity and will show on their performance reviews.
- **Ensure others know that personal account or statements don't represent Mantra Learning.** Employees shouldn't state or imply that their personal opinions and content are authorised or endorsed by Mantra Learning. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of the anti-harassment policy, if directed towards colleagues, learners or associates.
- **Ensure data protection is upheld.** Do not disclose or discuss any information that could be deemed a data protection breach i.e. disclosing learner's personal information over social media from personal account.

### C) PRESENTING MANTRA LEARNING

Some employees represent Mantra Learning by handling corporate social media accounts or speak on Mantra Learning's behalf. We expect them to act carefully and responsibly to protect the Mantra Learning's image and reputation. Employees should:

- **Be respectful, polite and patient**, when engaging in conversations on Mantra Learning's behalf. They should be extra careful when making declarations or promises towards customers, learners and stakeholders.
- **Avoid speaking on matters outside their field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow Mantra Learning's data protection policy** and observe laws on copyright, trademarks, plagiarism and fair use processing. Do not disclose information of any employees, learners and/or associates without consulting them first and get written permission to do so.
- **Inform our Marketing department** when they're about to share any major-impact content.
- **Gain written permission to use** learner or employers details and/or images on social media when advertising good news stories or for promotion of courses.
- **Avoid deleting or ignoring comments** for no reason. They should listen and reply to criticism.
- **Never post discriminatory, offensive or libelous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

### D) MONITORING AND REPORTING

Mantra Learning will monitor the use of all its associated social media account's used by employees.

For personal accounts, if you feel an employee and/or associate has not adhered to this policy then the whistle blowing policy should be referred to and discussed with HR.

### E) CONTRAVENTION OF THIS POLICY

Failure to comply with any of the requirements of this policy is a disciplinary offence and may result in disciplinary action being taken under Mantra Learning Ltd.'s disciplinary procedure.

**Date:** April 2018

**Review date:** April 2019