



Social media policy

Policy statement

This policy shall be made available through M Group intranet and its issue notified to relevant colleagues through an internal memorandum or other appropriate form of communication.

An appointed person shall review this policy at least once a year to re-affirm its conformity to the current requirements of company Policy or immediately if its contents are deemed to be no longer valid.

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Introduction

This policy has been developed to minimise the risks to our business using social media and help our people use the various platforms and channels effectively.

Does this apply to me?

This policy applies to all our people, contractors, permanent, temporary, and other staff contracted to M Group, divisions, and operating businesses.

It covers personal use of social media that references M Group and directly or indirectly our operating businesses' interests, and all M Group and our operating businesses sponsored social media.

This policy covers the use of social media on behalf of M Group and our business information systems, devices, or accounts.

This policy also covers social media use by M Group and our people outside work time and/or on personal devices when such use may impact M Group and our reputation. This includes when a colleague refers to M Group and our business, products and delivery, people, colleagues, former colleagues, work, policies, relationships, clients, suppliers, competitors, or otherwise links their social media content to M Group and our operating businesses directly or indirectly on both personal and business social media accounts.

It applies regardless of where, how, or when social media is accessed, and regardless of whether the posting occurs during or outside of working hours, and whether M Group and our equipment are used.

Social media – What is it?

Social media is defined as all forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Key principles

Social media is often a crossover point between our personal and business lives. Many of us identify ourselves as working for M Group and our operating businesses on our personal social media profiles and like to update friends and family about our work, connect with colleagues online or get involved in chat forums about our industry. The principles listed below are simple and should be always considered.

Respect our Group and brand reputation

You must avoid commenting on social media in a way that could damage our business interests or brand reputation, even indirectly, e.g. your personal social media account includes content considered not suitable for work and contains M Group, divisional or operating business-related content. Displaying work related content alongside personal content not suitable for work could be deemed as damaging the Group or brand by association.

You mustn't use social media to defame or disparage us, our people or any third party; to harass, bully or unlawfully discriminate against our people or third parties; to make false or misleading statements, or to impersonate colleagues or third parties.

Business news and information should first be posted on M Group or operating businesses social media accounts prior to appearing on personal social media accounts. When posting on personal social media accounts about M Group or operating businesses always @ our official accounts.

Respect your audience

Be respectful and considerate of others when posting information or responding to other posts and be mindful of other people's cultures, customs and beliefs which may differ from your own. M Group does not align itself with any political party in the UK or Ireland and posts referencing our Group or operating businesses need to avoid making political, religious and ethical commentary that could be associated with the Group rather than the individual posting.

Respect our client and supplier brand and reputation

We must always respect the branding and reputation of our clients and suppliers. We seek their informed consent for any posts which mention them by name or include their branding.

Any posts that reference a client or supplier must be posted first by our corporate accounts. Your proposed content must be sent to the M Group Marketing Communications team which will liaise with the relevant client or supplier to seek their approval and ensure the timing of any post is mutually agreed.

Client and supplier guidance regarding M Group brand and reputation

Any references to M Group, or our operating business by clients and suppliers on their own social media, must be approved in advance of publication by the M Group Marketing Communications team, which will consult with key internal stakeholders and agree a mutually appropriate publication date, in order that maximum benefit can be derived from the posts.

If you are made aware of plans for social media posts by a client or supplier with whom you have a relationship, it is your responsibility to notify the Group Marketing Communications team.

Take responsibility

Be accountable for the material you post on social media including (but not limited to) comments likes, shares, reactions, blog posts, photos, audio, and videos. Be sure to set a positive example and don't write things you wouldn't be prepared to say to suppliers, customers, potential customers, or colleagues in person

You are responsible for ensuring that anything you publish is true, accurate and not misleading and you should avoid positioning yourself as an expert if you are not.

Photos and videos

You should follow any available policies for taking photos and videos including obtaining explicit, written consent from people featured.

Photos and videos on or around any M Group or our operating business sites and locations should be SHEQ approved before posting to ensure all the correct safety controls are visible, including but not limited to PPE, signage, lighting, guarding, etc.

Be aware of commercially sensitive information and personal data being visible and ensure steps are taken to minimise these risks.

Where in doubt and as an additional precaution obtain approval from the Group Marketing Communication Team and where needed your divisional SHEQ team.

Protect company information

This is information not intended for disclosure outside the company but destined for distribution within the companies' clients, trusted suppliers, or partners on a need-to-know basis. Unauthorised disclosure could cause damage to our competitive status or position within the industry, negative local press coverage etc.

You mustn't post comments about or do anything to jeopardise sensitive business-related topics such as, without limitation: financial results, strategy, predictions of future performance, upcoming campaigns, and capabilities and innovation.

If you see social media content that disparages or reflects poorly on M Group and our operating businesses or appears to be outside this policy you should contact the Group Marketing Communications department at the earliest opportunity. You should avoid making any comment or promoting the post in any way.

Be transparent

You mustn't express opinions on behalf of M Group or our divisions or operating businesses via social media unless expressly authorised to do so by your manager. If identified as working for M Group or one of our operating businesses, you should always make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf.

Be professional

Ensure your profile and any content you post publicly on behalf of M Group, or our operating businesses is consistent with the professional image you present to clients, suppliers and colleagues and ensure personal use of social media does not interfere with work commitments.

Use the correct channels

Social media is never the platform for raising or resolving work-related internal communications or issues which should always be addressed through your line manager in the first instance. The correct way to resolve work-related issues is by following the internal policies and procedures for raising grievances and whistleblowing.

Observe confidentiality and copyright

Respect the confidentiality of M Group, our operating businesses, capabilities, customers, colleagues, partners, and suppliers and never publicly or privately identify someone without their permission or discuss confidential information relating to them or our business.

Observe trademark and data protection laws

Also consider property and privacy rights when quoting or reproducing content and respect trademarked names. You must also use brand images and logos appropriately in accordance with relevant branding guidelines that can be found on M Connect or by contacting the Group Marketing Communications department.

Keep It official

Don't create social media accounts or profiles for M Group, divisions, our operating businesses, capabilities and innovations which could be interpreted as representing the business, without the consent of the Group Marketing Communications department which is responsible for managing the overall Group social media strategy. To begin the process for consent please contact the team by emailing communications@mgroupservices.com to arrange an initial conversation.

Business use of social media

The Group Marketing Communications department uses social media on behalf of the business to market our brand, people, delivery, products, innovation and results. The team is also responsible for monitoring social media and, where appropriate, responding directly to comments, reviews or questions that may appear from time to time on social media channels or forums.

The policy is for Marketing Communications on behalf of the group, its divisions, and operating businesses to lead on content publishing and for people to reshare.

By exception Marketing Communications may reshare content posted by group exec members, divisional MDs, and operating business MDs, to corporate accounts. Posts will be considered on their individual merits.

When communicating on behalf of M Group and our brands, products or delivery, it's important to:

Make your role clear

Identify yourself as a representative of the Group, division or operating business. Specify your role within the social media environment and make sure your social media conversations reflect the Group's values and behaviours.

Issue the right information

Only post-factual information and make sure you list your sources if you're using statistics and quotes. You should always be able to substantiate what you've posted.

Add value

We can use social media to help our clients, suppliers, partners, and our people by building communities, sharing knowledge, and solving problems so be constructive, interesting, and creative and be sure to convey your personality. Always remember that it's important to be innovative - we aim to use social media as a powerful tool to help our Group grow.

Legal implications

You can be held personally liable in a court of law should you conduct yourself improperly while using any social media platform.

The legal implications include (but not limited to) copyright infringement, data protection laws breach, breach of contract, defamation of character, M Group brand reputation damage, discrimination, and human rights violation.

Breach

If you breach our social media policy, disciplinary action may be taken against you up to and including dismissal.

You may also be required to remove any social media content that is considered to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.

Related documents

The following documents are related to this policy:

gMGS-POL-IT-003 - Acceptable use policy

MGS-POL-IT-002 - Information security policy

MGS-POL-GF-005 - Data protection policy

MGS POL-HR-020 - Whistleblowing policy

MG-POL-PPL-006 - Grievance policy

Ref:	Policy Owner:	Date:	Date of Review:
MGS-POL-GF-012	Kate Tonge	01/09/2025	01/09/2027
