



GUIDELINES ON SOCIAL MEDIA

These guidelines provide guidance for all people working with CoisCéim in relation to the use of social media, which should be broadly understood for purposes of these guidelines to include social networking sites such as Facebook, Twitter and Instagram, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, and other sites and services that permit users to share information with others.

It is important that everyone is aware of the public nature of information posted on social media and all the normal procedures in relation to confidentiality and defamatory behaviour under this contract apply to social media in exactly the same way as for traditional media.

These are guidelines for the use of personal social media to allow full freedom of individual expression without compromising the terms of employment contracts. For further information or queries please contact CoisCéim's General Manager on info@coisceim.com.

GENERAL GUIDELINES

The following principles apply to personal use of social media when referencing CoisCéim.

- **THINK BEFORE YOU POST | BE AWARE** - one should be aware of the impact of social media on one's own image as well as those of your colleagues or CoisCéim. The information that is posted or published may remain in the public domain for a long time perhaps indefinitely.
- **EVERYONE CAN SEE WHAT YOU POST | IT IS PUBLIC** - anyone including CoisCéim or any other employer may observe content and information made available by yourself through social media. Use best judgment in posting material to ensure that that is neither inappropriate nor harmful to CoisCéim its employees, or audiences.
- **INAPPROPRIATE SOCIAL MEDIA POSTING | SOME EXAMPLES** - this is not an exclusive list, some specific examples of inappropriate social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment. CoisCéim considers inappropriate social media posting as grounds for immediate dismissal as a breach of Contract.
- **CONFIDENTIAL INFORMATION** - Social media is subject to the same restrictions with regard to confidential information as traditional media. No publication, post or release of information that is considered confidential or not public is permitted.
- **PRESS ATTENTION | WHAT TO DO** - Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. In this instance please refer these inquiries to the General Manager at info@coisceim.com, thank you
- **COPYRIGHT & IMAGE RIGHTS | REMEMBER TO GET PERMISSION** - it is important to obtain the appropriate permissions before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, you should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- **DISCLAIMER | IT IS A PERSONAL OPINION** - if content is published on personal social media that involves work or subjects associated with CoisCéim a disclaimer should be used, such as: "The postings on this site are my own and do not reflect those of any other party that may be referenced"