

## QBD.20 Social Media Policy

### 1. Purpose

The purpose of this policy is to provide clear rules and expectations regarding the responsible use of social media to protect Rayan Facilities Management Ltd, its employees, clients and stakeholders from reputational, operational, legal and security risks.

### 2. Scope

This policy applies to all employees, contractors, agency workers and anyone representing Rayan FM. It covers the use of all social networking platforms, including but not limited to Facebook, Instagram, LinkedIn, X (Twitter), YouTube, TikTok, blogs, forums and messaging groups.

This policy applies to business use of social media and personal use that may affect Rayan FM. It does not form part of the employment contract and may be amended at any time.

### 3. Personal Use of Social Media

Personal use of social media is never permitted during working hours or when using company computers, devices, networks or communication systems.

### 4. Prohibited Use

4.1 Employees must not make any social media communications that could damage the company's reputation, business interests or relationships.

4.2 The following are prohibited:

- Defaming or disparaging the company, colleagues, clients or any third party.
- Harassment, bullying, discrimination or intimidation of any individual.
- Publishing false or misleading statements.
- Impersonating colleagues, management, clients or suppliers.

4.3 Employees must not speak on behalf of Rayan FM unless expressly authorised and trained.

4.4 Employees must not:

- Comment on confidential, sensitive or business-related topics such as performance or operational matters.
- Disclose trade secrets, confidential information or intellectual property.
- Use company logos, branding or trademarks without written permission.

4.5 Business contact information gained during employment is company confidential information. Upon leaving the business, employees must:

- Provide a full copy of business contacts.
- Delete all business contacts from personal social networking accounts.
- Destroy any further copies.

4.6 Any misuse of social media must be reported to a Director.

## 5. Responsible Use Guidelines

Employees must:

- Make clear that personal views expressed online are their own.
- Write in the first person and use a personal email address.
- Remain respectful and professional in all communications.
- Ensure online content is consistent with the professional image expected by clients and colleagues.
- Seek advice from a manager if unsure whether content is appropriate.

Employees must report any social media content that disparages or reflects poorly on Rayan FM.

## 6. Breaches of This Policy

- Breaching this policy may result in disciplinary action up to and including dismissal.
- Employees may be required to remove content that breaches this policy. Failure to comply may itself result in disciplinary action.

## 7. Review

This policy will be reviewed annually or sooner if legislation, technology or organisational requirements change.

Signed:



Siobhan Hamill

Managing Director

10/03/2026