Social Media Policy

Use of Social Media Policy
At the A1 Group we recognize that social media can be an exciting new way of communicating in both our professional and personal lives. Used responsibly, social media provides an effective way to keep abreast of new trends and topics and to share information and perspectives.

The A1 Group has been growing its participation in social media to strengthen our brand and our connection with customers, our people and key influencers. The number of people following the A1 Group on our Facebook, LinkedIn and Twitter pages continues to grow, as does the number of viewers watching our content on our YouTube channel.

Given the reach of the internet, we need to make sure that we always portray A1 Group in line with our strategy and treat our employees, clients, partners and providers with respect. Whilst all A1 Group employees are welcome to participate in social media, we expect everyone who participates in online commentary to understand and to follow the principles set out in this policy. This policy applies to all A1 Group employees, regardless of position or status.

Adhering to the following principles does not restrict the creative, appropriate use of social media; however, it provides protection for A1 Group, its clients, partners, providers and employees. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet. Please make sure you familiarise yourself with this Policy and its associated policies (Use of Email, Intranet, Internet and Voicemail Policy) as it is your responsibility to understand and adhere to their content and update yourself if any changes to those policies are made. Breaches of these policies may be dealt with under the disciplinary procedure.

Social Media Definition
For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wikis and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. The internet is a fast moving technology and it is impossible to cover all forms of activity. However, the principles set out in this document should always be followed in relation to any internet activity.

Basic Principles
Do not engage in any activity that brings, or may bring, A1 Group into disrepute. Be mindful that the information you disclose does not, or is not likely to, bring A1 Group employees, clients, partners or suppliers into disrepute. Clients, partners or
suppliers should not be cited or referenced without their approval. Never identify a colleague, client, partner or supplier by name without their permission and never discuss confidential details of a client engagement. Acting in a way that could damage the reputation of A1 Group, or any of its employees, clients, partners or providers will be regarded as gross misconduct.

Act in a Transparent Manner
Do not blog or post messages anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for A1 Group. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. What you publish
will be around for a long time, so consider the content carefully.

Employee Duties

Employees are expected to cooperate with us fully with regard to this policy. We expect that all reasonable effort will be made to adhere to this policy and its requirement.

Revision

The Company will make all employees aware of this Company Policy.

Signed:	Date: 1/1/24

Russell Pike - **Managing Director A1 Group**

Next Review date 1st January 2025