



DEAN WILSON
SOLICITORS

Social Media in the Workplace

1. Should an employer have a Social Media Policy or should it just ban use of sites such as Instagram and X (previously known as Twitter) during working hours?

An employer can impose a blanket ban on accessing certain types of websites during working hours. This should be clearly communicated to employees and enforced via the disciplinary procedure if necessary. However, there are benefits to introducing a written policy that deals with employees' use of such sites, both inside and outside working hours, which makes it clear what is expected of staff even if that falls short of a complete ban.

The introduction of such policies is recommended because legal liability can arise against a company even by virtue of an employee's personal use of such websites. A written policy will help if it becomes necessary to take disciplinary action against an employee arising out of their personal postings. If an employee is dismissed because of some defamatory or disparaging comment they have made regarding the employer on their personal Facebook or Instagram account, for example, having a Social Media Policy is likely to be important if the fairness of the dismissal is challenged.

2. What matters should be covered in the Social Media Policy?

This may depend on whether employees need to use social media for work purposes. Presuming that they do not, the policy can include a restriction on employees using company equipment to access such sites, as well as a statement making it clear that disciplinary action may be taken in relation to personal use where that use breaches the policy. The policy should prohibit any negative comments about the company, its employees, customers and business contacts and should also prohibit harassment and bullying of other employees and prohibit discrimination. The policy can also be linked to the company's Anti-Harassment and Bullying/Equal Opportunities Policy.

Some employees may not necessarily understand that their social media postings, made outside of working hours, may reflect either positively or negatively on their employer so the policy should make this clear. The policy might also prevent employees from stating where they work or at least require them to state in any postings that the views expressed are their own and do not reflect the views of the company.

Employers also need to ensure that employees are not disclosing or using confidential information of the company and warn them of the consequences of doing so.

3. Can employees' private postings be monitored?

It is possible to monitor an employee's internet use whilst they are at work, especially if the employer is looking to prevent liability arising against the company, for example as a result of harassment, discrimination or defamation. Monitoring personal postings outside of work is more tricky and is usually not recommended as a matter of course. However, if a disparaging comment on a social media site is brought to an employer's attention by another employee or even a client or customer, it will be necessary to have a policy in place that sets out how such comments will be dealt with which would usually be by way of requiring the post to be removed and potential disciplinary action.

4. Is it appropriate to look at Instagram as part of a recruitment process?

It is becoming more common for employers to look at candidates' online profiles, be it on Instagram, Facebook, X or Linked-In, and to consider what they find when determining whether to offer someone a job. However caution should be used to balance the applicant's reasonable expectation of privacy and the extent to which social media activity is relevant in determining suitability for appointment to a particular role.

Employers should give the candidate the opportunity to comment on the accuracy of the information found online and candidates should be told that as part of the vetting process the employer intends to look at such profiles. Just because information is on the internet does not necessarily mean that the person has lost their right to privacy.



Clare Waller Partner

Clare Waller
01273 249277
crw@deanwilson.co.uk