

Social Media Policy

Introduction

L Lynch Plant Hire & Haulage Ltd recognises that the use of social media is a part of modern-day culture, and if used correctly, can offer valuable business opportunities. However, inappropriate use of social media can be a drain on productivity and can also pose significant business risks.

Statement of Intent

The purpose of this policy is to ensure that all staff understand:

- a. the extent to which personal use of social media is permitted during hours of work.
- b. the limitations on their use of social media, whether used during or outside hours of work.
- c. the types of use of social media that could expose them and us to legal liability.

This is a statement of policy only and does not form part of your contract of employment. We may amend this policy at any time at our absolute discretion.

Who and what does this policy apply to?

This policy and the rules contained in it apply to:

- a. all our Staff, irrespective of seniority, tenure and working hours, including all employees, directors and officers, consultants, and contractors, casual or agency staff, trainees, homeworkers and fixed-term staff and any volunteers.
- b. use by Staff of websites specifically aimed at social interaction such as Facebook, LinkedIn, Instagram, TikTok, Pinterest and X (formally known as Twitter) as well as blogging, vlogging and the use of comments, sharing, 'likes' or other reactions with other people on other websites (this list is not exhaustive).
- c. use of social media for business and/or personal purposes, whether or not during working hours and irrespective of whether our equipment or resources are used.

Who is responsible for this policy?

The DIRECTOR has general responsibility for the review and updating of this policy. All Staff have personal responsibility to ensure compliance with this policy. Managers have a responsibility for leading by example, ensuring that members of Staff are familiar with this policy and for monitoring and enforcing compliance.

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Business and personal use of social media

1. All media enquiries (including requests for comments for publication on social media) should be directed to the Marketing Team. If you are contacted by a media representative or asked for comment for publication about us or otherwise in connection with your employment, you should not respond unless you have been given written approval by the DIRECTOR.
2. Only Staff specifically authorised by the DIRECTOR (**Authorised Business User**) may use social media on our behalf as an organisation or post comments on any of our Social Media accounts or profiles. If you are authorised to do this, then we may require you to undergo training before undertaking such activities and you will be required to comply with additional guidance and instructions concerning these communications. Authorised Business Users would have access through company owned profiles and access will be revoked once employment with the company ends.
3. We allow Staff to make occasional personal use of social media while at work and using our IT or communications resources and equipment, so long as all use complies with this policy and does not interfere with the proper performance of work duties.

Guidance on use of social media

1. **Personal capacity:** Unless you are an Authorised Business User, when using social media:
 - a. you should make it clear that you are speaking in your personal capacity and not as our representative, communicate in a way consistent with that and if you choose to include contact information this should be your personal, not work contact details; and
 - b. if you do elect to disclose your connection to us, then you must clearly and expressly state that your views do not represent those of the Employer.
2. **Permanent form:** It is always useful to bear in mind when posting on Social Media, any content, or comments may be permanently and publicly available and that you may not be able to delete or remove them at a later date. You should ensure that your communications are consistent with the image that you would like to present publicly including to us and any future employers, colleagues, friends, and business contacts.
3. **Personal liability:** Remember that you are personally responsible and may be legally liable for what you communicate on social media. Public statements of this type can create legal issues in a variety of different ways including defamation, breach of confidentiality, infringement of intellectual property or amounting to unlawful harassment.

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4. **Taking care to avoid misunderstandings:** Before posting comments, think about whether, even if innocently meant, they could be misconstrued in a way that creates legal problems or reputational damage for us or you. Where possible, avoid commenting on sensitive topics relating to us or your employment. Such comments might damage our reputation even if you make clear that the views you express are personal.
5. **Respecting privacy and confidentiality:** All of us have information that we prefer to keep private. Do not post anything related to your colleagues or our customers, clients, business partners, suppliers, vendors, or other stakeholders without their written permission.
6. **Respecting intellectual property:** If you post or reference material that is protected by intellectual property rights, you should satisfy yourself that you have taken steps to avoid legal liability such as appropriately referencing sources and ensuring that citations are accurate. If you are an Authorised Business User and have questions about whether a particular post or upload to our Social Media accounts or profiles might violate anyone's copyright or trademark, then you should check with **MERRILL LYNCH** in advance.

Prohibited uses of Social Media

1. Your communications through social media, like all other modes of communication, must not breach our disciplinary or workplace rules or any other policy and procedure and must not cause us to be in breach of obligations we owe to others. For example, you must not use social media in any way that:
 - a. breaches obligations of confidentiality which you owe to us or to any third party or which causes us to breach duties of confidence which we owe to any third party.
 - b. breaches the rights of any other Staff member to privacy, data protection and confidentiality or which amounts to bullying or harassment.
 - c. is offensive, insulting, discriminatory or obscene.
 - d. poses a threat to our confidential information and intellectual property.
 - e. infringes the intellectual property rights of any other person or entity.
 - f. defames, disparages, or causes reputational damage to us or our associated companies or to any party with whom we have a business relationship, such as suppliers or customers.
 - g. breaches or causes us to breach any law or the rules or guidelines of any regulatory authority relevant to our business.
 - h. breaches data protection rules.
 - i. breaches our rules, policies, or procedures for the use of our IT Systems or other equipment or resources.

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- j. is dishonest, improper, unethical, or deceptive (e.g. pretending to be someone).
 - k. is likely to damage your reputation or our reputation.
 - l. shares or discloses company news, announcements, or updates before they have been officially released through our main Lynch accounts.
2. We reserve the right to request the removal of any social media posts that reference or feature the Lynch brand, or where there is an obvious connection to Lynch (for example, on LinkedIn), if we reasonably consider the content to be inappropriate, inaccurate, misleading, or otherwise not aligned with our brand values. Staff are expected to comply promptly with such requests.
 3. Whilst you are an employee of L Lynch Plant Hire and Haulage, you may use our logos, brand names, slogans, or other trademarks, as long as these are used in adherence with the brand guidelines, and with this policy as a whole.
 4. Information relating to business contacts that you make in the course of your employment amounts to confidential information belonging to us. Please refer to the Anti-Poaching policy regarding business contacts made at Lynch Plant hire & (Haulage) Ltd.
 5. You must not give references for any person on a social media site (including any professional networking sites) on which our identity as your employer is shown in any public or private part of the site. This applies whether the reference is positive or negative. The reason for this is that such references may otherwise be attributed to us and create legal liability both for us and for you personally as the author.

Monitoring

Information stored in our IT Systems belongs to us. You should have no expectation of privacy in any communication, document, information file, post, or conversation (**Information**) which you send or receive, access, print or store using our IT Systems. In particular, we may:

- a. intercept, monitor and read any information or activities using our IT Systems, including Social Media use, to ensure compliance with our rules and for our legitimate business purposes. This may include use of recording devices or other surveillance methods, keystroke monitoring and other technologies. Your continued use of our IT Systems indicates your consent to this interception, monitoring, and review.
- b. retain copies of Information for store copies of such data or communications after they are created and delete such copies from time to time without notice.

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Breaches of this policy

We must all contribute to protecting the business reputation of the Employer. If you see content in social media that is defamatory, false or disparages or reflects poorly on our organisation or our stakeholders, you should contact the DIRECTOR.

Staff who breach this policy:

- a. will be required to disclose relevant passwords and log in information and to otherwise co-operate with our investigation.
- b. may be required to remove the offending internet postings, comment, or information.
- c. may be subject to disciplinary action.

In addition, we reserve the right to require the removal of posts that mention or are linked to Lynch, even where no formal breach has occurred, if we believe removal is necessary to protect our reputation or brand.

This policy will be communicated to all employees and organisations working on our behalf, is available on our intranet and to defined interested parties.

This policy will be reviewed annually or sooner by senior management to ensure its suitability. Where necessary it will be amended, reissued, and communicated to all employees and people working on its behalf.



Rob Lynch
Joint Managing Director

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