

SOCIAL MEDIA POLICY

1. About this policy

- 1.1 The purpose of this policy is to minimise the risks to our business through use of social media, as well as minimising any adverse impact on the wellbeing of members and protecting our reputation. The policy seeks to ensure that members can enjoy the benefits of social media, and social networking, whilst also understanding the standards of conduct expected by the NFSP.

2. Who does this policy apply to?

- 2.1 This policy applies to our members and also sets out steps which may take in relation to third party social media usage which affects our business. It does not apply in relation to our employees and workers, who are subject to separate HR policies and procedures relating to IT and social media usage.
- 2.2 In this policy, “social media” refers to all forms of social media, including all social networking sites, internet postings and blogs that may affect our business in any way. This includes social media groups, such as members’ Whatsapp groups, Facebook groups or other social media groups, as well as the NFSP’s public social media platforms, such as “X”, Facebook and Instagram.

3. Who is responsible for this policy?

- 3.1 Our board of directors (Board) has overall responsibility for the effective operation of this policy. The Board will review the policy annually to ensure good practice in its implementation and to identify where any updates are required.

4. Compliance with related policies and agreements

- 4.1 You should never use social media in a way that breaches any of our member policies. If an internet post would breach any of our policies in another forum, it would also breach them in an online forum. For example, you are prohibited from using social media to:
- (a) breach any obligations we may have with respect to the rules of relevant regulatory bodies;
 - (b) breach any obligations contained in our policies relating to confidentiality;
 - (c) breach our Equality, Diversity and Inclusion policy;
 - (d) breach data protection legislation; or
 - (e) breach any other laws or regulatory requirements.

5. Prohibited use

- 5.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- 5.2 You must not use social media to:
- (a) defame or disparage us, our staff or any other member;
 - (b) harass, bully or unlawfully discriminate against NFSP staff or other members;
 - (c) make false, misleading, derogatory, intimidating, harassing or offensive statements or comments concerning the NFSP, its staff or members; or
 - (d) impersonate staff or other members.
- 5.3 You must not express opinions on our behalf via social media, unless we have expressly authorised you to do so.
- 5.4 You must not post comments about sensitive business-related topics or do anything to jeopardise our trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

6. Guidelines for responsible use of social media

- 6.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.
- 6.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which are published on the internet for anyone to see.
- 6.3 If you disclose your affiliation with us on your personal profile or in any social media postings, you must state that your views do not represent those of the NFSP (unless you are authorised to speak on our behalf as set out in paragraph 5.3).
- 6.4 If you are uncertain or concerned about the appropriateness of any statement or post which concerns the NFSP (even indirectly), refrain from posting it until you have discussed it with our HR team.
- 6.5 If you see social media content that disparages or reflects poorly on us, you should contact our HR Department or raise the matter through our members' Complaints Procedure.

7. Breach of this policy

- 7.1 If you breach this policy, you may be subject to investigation under our Complaints Procedure and we may ultimately make the decision to suspend or terminate your membership.
- 7.2 If we suspect you have committed a breach of this policy, you are required to co-operate with our investigation. You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with that request may in itself result in suspension or termination of your membership.
- 7.3 Where a third party makes use of social media platforms in any manner which would, if that individual were a member of NFSP, constitute a breach of this policy, we may block that individual from posting on our social media platforms and/or take any other action which we consider appropriate in the circumstances.