



**#ThatsIntelligence**

**Social Media**

## **Purpose of policy**

That's Intelligence like most companies engages in the use of social media to publicise our activities and services.

That's Intelligence recognises that many clients have legitimate concerns including:

- a. How their company is portrayed
- b. unauthorised disclosure of sensitive material
- c. Legal responsibilities in protecting employee confidentially

The purpose of this document is to enable a conversation between That's Intelligence including all employees and agents operating on behalf of That's Intelligence and clients with whom That's Intelligence interacts - direct or indirect.

The following document lays out how That's Intelligence will handle social media from a default position.

That's Intelligence realises that in some cases a client may require a total social media ban in relationship to any activities undertaken – If this is the case please ensure that this is communicated.

In many cases That's Intelligence finds that companies are looking to interact with Social Media and would like to go further than the default policy – Again in which case please discuss.

by “social media”, That's Intelligence refers to a variety of online communities including but not limited to blogs, social networks (Including LinkedIn, Twitter, Instagram and Facebook), chat rooms and forums.

## **What can I expect as a client?**

1. Unless otherwise discussed and authorised That's Intelligence will not reveal the identity or any identifying details concerning a client
2. That's Intelligence will not include photos of faces – unless prior consent has been sought
3. That's Intelligence will not disclose any details that could be considered sensitive
4. That's Intelligence will never use social media in a way to intentionally negatively reflect on a client
5. That's Intelligence will always be polite and respectful whilst engaging in conversations
6. That's Intelligence will never seek to represent a client unless specifically authorised to do so

For further information – or to discuss [enquiries@thatsintelligence.com](mailto:enquiries@thatsintelligence.com)