

Club Travel
Social Media Policy 2025



1. Policy Purpose

The purpose of this policy is to provide clear guidelines for the appropriate use of social media by all staff at Club Travel Ltd. Our goal is to protect the company's reputation, safeguard passenger confidentiality, and ensure that staff conduct themselves professionally online.

This policy applies to all employees, contractors, volunteers, and anyone representing Club Travel Ltd on social media platforms.

2. Scope

This policy covers all forms of social media, including but not limited to:

- Facebook
- Twitter
- Instagram
- LinkedIn
- TikTok
- WhatsApp
- Blogs and forums
- Any other online social platforms or communication tools

3. Personal Use of Social Media

- Staff are free to use personal social media accounts outside of working hours, but must not engage in activities that could damage the reputation of Club Travel Ltd.
- Avoid posting content that is discriminatory, offensive, defamatory, or inappropriate.
- Do not discuss work-related matters, passengers, or colleagues in a way that could breach confidentiality or data protection laws.
- Refrain from posting photos, videos, or any content involving passengers, colleagues, or company premises without prior consent.

4. Representing Club Travel Ltd

- Only authorised personnel may post on official Club Travel Ltd social media accounts.

- When representing the company online, staff must conduct themselves professionally and respectfully.
 - Ensure all posts, comments, and messages align with the company's values and policies.
 - Any media releases or public statements must be approved by senior management.
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5. Confidentiality and Data Protection

- Do not share confidential or proprietary information about the company, passengers, or colleagues.
 - Comply with the UK Data Protection Act and GDPR at all times.
 - Any breach of confidentiality may result in disciplinary action or legal consequences.
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6. Respectful Communication

- Treat all users with respect and courtesy online.
 - Avoid engaging in arguments, heated debates, or responding to negative comments publicly.
 - Report any harassment, bullying, or inappropriate behaviour to management immediately.
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7. Use of Social Media During Work Hours

- Personal use of social media during working hours should be limited and must not interfere with job responsibilities.
 - Mobile phone use for social media must comply with the company's Mobile Phone Policy.
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8. Consequences of Policy Breach

- Breaches of this policy may result in disciplinary action, up to and including dismissal.
 - Serious breaches involving illegal activities or gross misconduct will be reported to the appropriate authorities.
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9. Support and Reporting

- If you are unsure about any social media activity or witness inappropriate behaviour, contact your line manager or the Director, Sajid.
 - We encourage open communication and will support staff in understanding and complying with this policy.
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10. Policy Review

This policy will be reviewed every **two years** or sooner if required by changes in technology, legislation, or organisational needs.

Next review due: April 2027

11. Contact Information

Club Travel Ltd

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This policy supports Club Travel Ltd's commitment to professionalism, safety, and respect both offline and online.