



# Social Media

April 2022

**TESCO**  
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## Introduction

At Tesco, everyone is welcome, and we want to ensure all colleagues are respected and included in the physical and online world. Social media is a great way of communicating, engaging with and sharing information with others, which we need to approach by using sound judgment, respect and common sense.

Whatever part of Tesco we work in, we represent the company, so we need to have that at the forefront of our minds when using social media.

This policy outlines how social media should and should not be used, to protect our colleagues and customers and to minimise reputational damage to Tesco. Any breach of this policy will be investigated and could result in disciplinary action being up to and including your dismissal.

### 1. Who's this policy for?

It applies to anyone working for and on behalf of Tesco. This policy doesn't form part of your contract and may be amended at any time.

For anyone else not directly employed by Tesco: if you breach this policy, we may need to conduct an investigation and consider any ongoing working relationship with Tesco.

### 2. What is social media?

Social media is a platform that allows you to publish information, share content and interact with others either to a wide audience or through private communications, such as private messages. Social media is the term used for internet-enabled tools used on computers, tablets, and smart phones to help you keep in touch and to interact with others. It allows you to share information, ideas, and views.

### 3. What types of social media does this policy cover?

This policy covers all social media platforms, including, but not limited to; YouTube, LinkedIn, Facebook, Twitter, Instagram, Pinterest, Yammer, TikTok, message boards, any website where you can contribute or edit content and instant messaging services e.g. WhatsApp, Snapchat, etc., or any other existing or new social media platforms, whether it's internal or external or used on a personal or a work device.

All forms of social media use are covered by this policy, this can include but is not limited to; posting comments, pictures or videos, blogging, using forums, sending private messages, endorsing other people's content, re-tweeting/circulating posts or adding/editing content on a website.

If it can be determined from your account that you work for Tesco (either visually, verbally or written), we ask colleagues to make it clear that any content and views are their own. Please include "these views are my own and not that of my employer" on your profile. This statement **does not** make colleagues exempt from following this policy.

### 4. Does this policy only apply when I am at work?

No. While there are elements of this policy that can only be applicable when in the workplace, this policy applies to any social media content that can be linked to Tesco. For example, pictures and videos of colleagues in Tesco uniform in any location, content posted to a social media account that lists 'Tesco' as their employer, or content that refers to Tesco or working at Tesco.

### 5. Key Rules

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy. Inappropriate content includes but is not limited to; harmful comments (e.g. racism, homophobia etc.), swearing (both verbal and gestured), and content including explicit lyrics. These examples include speaking, lip syncing to other creators content and any music used.

For additional clarity please see the key rules below on what you "shouldn't do" and "should do" when using social media.

#### "Shouldn't do" - You must not do the following:

1. Use social media in a way that breaches any of our policies, code of business conduct, the law or regulatory requirements.
2. Use social media in a way that could, directly or indirectly, damage Tesco's, colleagues', a supplier's or a third party's reputation, bring Tesco into disrepute

or cause actual or likely harm to Tesco's interests or colleagues.

3. Make false or misleading claims about Tesco, colleagues or a third party. This includes expressing opinions on behalf of Tesco. The Tesco Press Office manages all comments from and on behalf of Tesco, including putting forward relevant spokespeople. This includes attempting to represent Tesco.
4. Respond to or answer customer queries for or on behalf of Tesco
5. Share information about sensitive business-related topics in relation to Tesco or our competitors. Confidential or internal information about Tesco and our business should only be shared using official Tesco communication channels (e.g. Tesco email account). Social media platforms, such as Facebook and WhatsApp which aren't as secure or supported, should not be used. This includes closed or open Facebook groups.
6. Share confidential information about Tesco or information that is not in the public domain, for example performance information or company announcements made on Yammer that are not in the public domain. Share any ideas or information (either internally or externally) which may be protected by copyright or intellectual property rights or use brand names or logos which may be protected by trademark law without first seeking the owner's permission.
7. Share anything you develop or create, including programs or documentation, whilst working for us. This remains the property of Tesco and must not be used or shared on social media sites or on-line forums, unless you have specific permission from your director to do so.
8. In the context of or related to your duties with Tesco, use, create or endorse statements, photos, videos, audio or send messages that reasonably could be viewed as malicious, abusive, offensive, obscene, threatening, intimidating or contain nudity or images of a sexual nature, or that could be seen as bullying, harassment or discriminatory.
9. You should not retweet, like or reshare content that could be offensive, speculative or may cause reputational damage. Nor should you add or comment to speculation.
10. Share personal or private information about colleagues or customers, for example a telephone number or absence information. This is not a secure way of communicating sensitive information and only

official Tesco communication channels (e.g. Tesco email account) should be used.

11. Share your login details or let others post on your behalf. If you're leaving, remember to update your profile with your new company name or employment status.
12. Use a Tesco email account i.e. Tesco email address for a personal social media account as this may put our systems at risk.
13. Create any social media accounts which are representing Tesco without prior authorisation from the Social Media team.

Any exceptions to the above will be clearly communicated to you as part of operational guidance unless otherwise stated as part of your role.

### **“Should do”- How we would like you to use social media:**

1. Ensure that your use of social media is consistent with the professional image you present to your colleagues, customers and third parties.
2. Be respectful to other people, even if you disagree with their opinion. Remember that you're responsible for what you share on social media and any impact it has on others.
3. Make sure that any passwords you use are secure, the Acceptable Use Policy on Colleague Help gives you tips on how to do this.
4. Social media can be used at work if you're using it for part of your job or it's related to work. Yammer is our internal social network at Tesco and for security reasons we should use this over other social networks. Using social media during working hours must be reasonable and shouldn't interfere with you carrying out your job.
5. You can mention Tesco in posts from your personal social media accounts, as long as it's connected with work, in-line with Tesco's brand and values, and any people in the photo are happy for it to be posted, for example, you could use pictures of a store/distribution centre/office for: promoting or celebrating an event, showing your team dressed up for a charity day, posting a photo of a great merchandising display, celebrating someone receiving an award or celebrating community work.
6. You can share appropriate information with your team and other colleagues on social media, and a great



way to do this is through Yammer, our internal social network.

7. Reposting or sharing a positive corporate message.
8. If you see something that shouldn't be there, please tell your manager and refrain from responding or reacting.

## 5. What should I do if I see or am made aware of activity on social media which I believe is a breach of this policy?

If it's something that's personally offensive to you, you should speak to the person involved, if you're comfortable to do so, and ask them to remove the post. If the posts aren't removed or it happens again you should speak to your manager about it. If the post is directly about you and has been posted without your consent, please speak to your manager.

Equally, if you believe you or anyone you work with is being bullied or harassed through comments posted on social media or messages/images sent by other colleague(s), you need to speak to your manager to resolve this situation. For more information on this process please refer to the [Bullying and Harassment](#) policy.

## Reporting content that contains confidential information

If you notice any posts on social media that contain company information which you believe to be confidential (for example, something which isn't already in the public domain), you can report this to your manager or via Protector Line.

## Reporting content that could cause reputational damage

The media and our competitors are always looking for information about us. Help us protect our company and reputation by thinking carefully about what you put online. If you see something online that may create reputational damage to the company, or you yourself are contacted by the press, please speak to your manager about this.

## Reporting content that could be a personal data incident

If any personal data is disclosed or shared with individuals who are not authorised to see it, this is a potential personal data incident. If you see any communications on social

media that contain someone's personal data, which you believe shouldn't be there, please take steps to remove it and report this immediately on the [Privacy Support Portal](#).

## 6. What could happen if I breach this policy?

Any breach of this policy will be investigated and could result in disciplinary action being taken which may result in your dismissal.

We reserve the right to access and take copies of any content we believe breaches this policy, which may be used in internal proceedings, which could result in your dismissal, and may be used in any subsequent legal proceedings. If you don't remove the content when asked, this may also result in disciplinary action which may result in your dismissal.

## Useful Contacts

- Protector Line: 0800 048 8958
- Press Office: 01707918701 or email [press.office@tesco.com](mailto:press.office@tesco.com)
- Group Communications: [groupcommunications@tesco.com](mailto:groupcommunications@tesco.com)  
Intellectual property law: [Legal.uk@tesco.com](mailto:Legal.uk@tesco.com)

## Related reading

Code of Business Conduct  
Information Security Policy  
Colleague Data Privacy Policy  
Group Data Protection Policy  
Acceptable Use Policy  
Bullying and Harassment Policy  
[Personal Data Incident Reporting](#)

## Policy info

Version No.	Date of change	Summary of change
1	7/12/2015	Consolidated all guidance on Social Media into one policy.
2	1/12/2016	Guidelines on what to do if you think you are being bullied or harassed online; Protecting yourself online against hackers.
3	1/12/2017	<ul style="list-style-type: none"> <li>• Policy Rebrand</li> <li>• Additional information and guidance on who to contact for inappropriate posts.</li> <li>• Included wording for colleagues who manage social media platforms on behalf of Tesco.</li> </ul>
3.1	March 2018	<ul style="list-style-type: none"> <li>• Updated roles and responsibilities</li> </ul>
4	October 2018	<ul style="list-style-type: none"> <li>• Refresh of introduction.</li> <li>• Clarified which types of social media and the type of social media usage that is covered by the policy.</li> <li>• Content updated on how social media shouldn't be used.</li> <li>• Content updated on how social media should be used.</li> <li>• Clarified what could happen as a result of a breach of the policy.</li> <li>• New email address added for questions in regard to Intellectual property law - <a href="mailto:Legal.uk@tesco.com">Legal.uk@tesco.com</a>.</li> <li>• Press office email address and telephone number updated.</li> <li>• Updated Related Reading.</li> </ul>
4.1	October 2019	<ul style="list-style-type: none"> <li>• Content updated on how social media shouldn't be used.</li> <li>• Content updated on how social media should be used.</li> </ul>
4.2	November 2019	<ul style="list-style-type: none"> <li>• Protectorline email address removed from Section 6.</li> </ul>
4.3	May 2020	<ul style="list-style-type: none"> <li>• List of social media platforms updated to include TikTok.</li> <li>• Legal email address updated.</li> </ul>
5	February 2021	<ul style="list-style-type: none"> <li>• Annual Refresh</li> <li>• Summary section of 'Key rules' included</li> <li>• Key contacts section included</li> <li>• Reporting a personal data incident included</li> <li>• <a href="mailto:Social.media@tesco.com">Social.media@tesco.com</a> email address removed</li> </ul>
5.1	November 2021	<ul style="list-style-type: none"> <li>• Protectorline phone number updated.</li> </ul>
5.2	April 2022	<ul style="list-style-type: none"> <li>• Section 3: "What types of social media does this policy cover" - added "these views are my own and not that of my company" into social media profiles guidance</li> <li>• Introduction of section 4 "<b>Does this policy only apply when I am at work?</b>"</li> <li>• Section 5: "Key Rules" – detail added explaining what inappropriate content includes</li> </ul>

## **Policy owner:**

UK Workplace Relations.

## **Ownership and confidentiality**

This document shouldn't be shared with anyone externally without permission from your Director. This policy and any associated documentation remains the property of Tesco and should be returned if requested.

This is an online document. Hard copies and downloaded versions are valid only on the day printed or downloaded. It is the responsibility of colleagues to check the current status of this document on Colleague Help.