

Social Media Policy for Irish Manufacturing Research

Purpose and Scope

The purpose of this Social Media Policy is to provide guidelines for the use of social media by employees and partners of Irish Manufacturing Research (IMR) to ensure appropriate and effective communication. This policy is an important part of IMR's communication strategy, applying to all social media outlets including LinkedIn, X (formerly Twitter), Instagram, Facebook, YouTube, and Flickr, and is applicable to all employees and partners.

1. Account Management

- Official social media accounts for IMR include LinkedIn, X, Instagram, Facebook, YouTube, and Flickr.
- These accounts are managed by the Marketing Team. For any questions or further information please contact marketing@imr.ie
- Employees must not create new official IMR social media accounts without approval from the Marketing team.

Content Guidelines

- **Appropriate Content:** IMR shares project updates, event information, thought leadership pieces, public research, details about visiting events, speaking engagements, hosting events, promotion of services, training courses, and webinars.
- **Restricted Content:** Do not share sensitive or proprietary information, including Intellectual Property (IP) and confidential work. Care must be taken to ensure no sensitive information is visible in photos taken in our facilities.
- **Sensitive Information:** IMR sites are restricted due to the sensitive nature of client information and ongoing research. Therefore, explicit authorisation is required by any third party and IMR before the use of any content with any device. Under no circumstances should any confidential equipment or documentation be visible. Facilities management and the Commercial Director can provide guidance where necessary.

Employee Conduct

- Employees may mention IMR in personal social media posts but must exercise caution regarding the timing and content of these posts. If in doubt, please contact marketing@imr.ie or the commercial Director for guidance.

- Events need to be planned accordingly and visible to all necessary parties to ensure compliance and proper precautions are taken to avoid unnecessary breaches.
- Personal posts do not imply endorsement or official statements by IMR. Employees should engage respectfully and professionally when discussing IMR online.
- Breaches will be referred to HR and the responsible manager.

2. Compliance and Legal Considerations

- All social media activity must comply with relevant laws and regulations, including GDPR and intellectual property rights.
- Personal information about employees or members should not be shared without explicit consent from the individuals and or the IMR Commercial Director.
- Legal or sensitive inquiries should be referred to the Marketing Team.

3. Monitoring and Enforcement

- The Marketing Team will monitor social media activity related to IMR on a regular basis.
- Violations of this policy may result in disciplinary actions.
- Employees with questions or who need clarification about the policy should contact marketing@imr.ie.

Crisis Management

- IMR aims to avoid and mitigate negative publicity.
- In the event of a social media crisis or negative publicity, employees should immediately report the issue to the Marketing Team and Commercial Director.
- The Marketing team will coordinate the response to mitigate any negative impact and communicate with stakeholders as necessary.

This policy will help ensure that IMR's social media presence is professional, compliant, and reflective of the organisation's values and mission. For any further clarification, please contact marketing@imr.ie or Commercial Director.

Issue by	Review by	Change management	Date of issue	Version number
NR	MOC	Original issue	1-Aug-2024	V 1.0