

Social Media can offer many opportunities for individuals to share and consume content, as well as discuss interests and opinions on any given topic. Echo Interpreting embraces social media as a useful tool for businesses and individuals alike.

The use of social media is rapidly growing, and it has become common practice for many individuals to use some form of social media on a daily basis. As such, Echo Interpreting realises the need for a policy that provides guidelines as to how social media is used by its employees as well as the company's expectations. These guidelines are there to protect the interests of the employees and Echo Interpreting. It is important that employees that use social media do not breach confidentiality requirements, and that respect is shown for the individuals, organisations, and communities with which they interact.

If you require clarification of any part of this policy and how it applies to your own use of social media, please contact Danielle Don, Managing Director of Echo Interpreting.

Description:

Social media tools include the following:

- Social networking sites such as Facebook, Myspace, Bebo and Friendster.
- Video and Photo sharing websites such as Instagram and YouTube.
- Micro-blogging sites such as Twitter.
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications.
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups.
- Online encyclopedias such as Wikipedia.
- Any other web sites that allow individual users or companies to use simple publishing tools.

Application:

Echo Interpreting has adopted the 3 Rs of Social Media Engagement in its policy. They are as follows:

- Representation
- Responsibility
- Respect
- The 3 R's approach will apply when employees choose to make reference to Echo Interpreting, its people, products or services, and/or other business-related individuals or organisations when using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing Echo Interpreting's official position on a given matter.

Representation:

- Identify yourself as an Echo Interpreting Employee when referring to Echo Interpreting, its people, products or services, competitors and/or other business-related individuals or organisations.
- Ensure that readers will know that you are not in any way authorized to speak on Echo Interpreting's behalf.
- Do not knowingly use the identity of another Echo Interpreting employee or an employee of an Echo Interpreting business partner or competitor in any posts.
- Do not bring Echo Interpreting's reputation into disrepute when using social media and be mindful of its commercial interests.
- Only disclose publicly available information about Echo Interpreting. You cannot comment on confidential Echo Interpreting information such as financial information, future business performance, business plans or personal staff or client matters.
- Do not include Echo Interpreting logos or trademarks in your postings.

Responsibility:

You are personally responsible for the content of your posts online. As such you have a responsibility to ensure the following:

- Information posted about Echo Interpreting and its products or services is factually correct. If you wish to express your opinions, then you need to state that they are your personal opinions.
- When offering your personal opinions on a matter related to Echo Interpreting, be cautious that your commentary does not cause damage to Echo Interpreting or its commercial interests.
- You will need to use a disclaimer to ensure your views and opinions are understood to be your own and not those of Echo Interpreting when you refer to work done by Echo Interpreting, provide a link to the Echo Interpreting website, or refer to any other Echo Interpreting related issue.
- For irregular Echo Interpreting references, a disclaimer will only need to be used on a case-by-case basis. An example of a disclaimer is: "the views expressed in this post are my personal opinions and do not necessarily reflect the views of Echo Interpreting."
- Ensure you are not the first to make an Echo Interpreting announcement in your posts.
- Do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Echo Interpreting, its employees, contractors, partners, competitors, The Deaf community, the interpreting profession and/or other business-related individuals or organisations.

Respect:

Be respectful of all individuals and communities with which you interact online.

Be polite and respectful of the opinions of others, even during heated discussions and debates.

Adhere to the Terms of Use and conform to the cultural norms of the social media platform being used.

Respect all copyright, privacy, financial disclosure, and other applicable laws when publishing on social media platforms.

Breach of Policy:

If you do not comply with this policy, you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment at Echo Interpreting.