



Social Media Policy (UK&I)

This policy sets out our approach to social media and enlists the steps or measures to be followed while using the different social media platforms, so as to make sure we're maximising creativity and limiting risk to you and our business.

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Introduction

We're committed to making the best use of all available technology and innovation to improve the way we do business. It's more important than ever that we share with existing and new customers the great things we're doing and to learn from them.

We recognise that in your personal time, social networking sites provide a fun and useful tool for communication and these are also accessed widely by our colleagues. We encourage you to engage with and enjoy social media, but we would remind you to follow the guidance in this policy and at all times, act responsibly, respectfully and safely while using social networking sites.

This policy helps you understand that our guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies you're expected to live by every day, whether you're tweeting, talking with customers or chatting on a train.

Top Takeaways

- You always need to be mindful of what you can communicate on any social media platform and the impact it can have on others or our brand, [click here](#) for more information.
- There are times where you may engage in online conversations with our customers as long as these are of a positive and constructive nature, [click here](#) for more information.
- To protect and enhance the reputation of the business it is important that we avoid doing certain things, [click here](#) for more information.
- You should always make it clear that you are not writing on behalf of the Company, [click here](#) for more information.

1. What is social media?

Social media is a type of interactive online media that allows users to communicate instantly with each other or to share data in a public forum.

Some examples are (the list is not exhaustive):

- Social networking sites such as Twitter, Facebook, Workplace, LinkedIn and Yammer
- Personal blogs
- Forums and chat rooms



- Message boards and Whatsapp
- Bookmarking sites like Digg, StumbleUpon
- Video and image sharing websites such as You Tube, Google +, Instagram and Flickr

2. What do I need to know about using social media?

We want everyone to embrace social media as it can be a great platform to promote our company and the great work we do.

However, you always need to be mindful of what you communicate and the impact it can have on others or our brand. You're representing us as a business and so as a guide we have listed below the sort of things we don't want to see on social media:

- Criticising or arguing with colleagues or making negative comments about where you work
- Making defamatory comments about individuals or other organisations or groups
- Posting images or videos that are inappropriate or links to inappropriate content
- Sharing extreme or offensive views online which could offend others
- Posting inappropriate or offensive photos that identify any brand of the Currys Group and may have the potential to bring the company and brand into disrepute
- Post anything that could cause offence to individuals or groups including jokes which can offend and this includes comments that could be interpreted discriminatory

Confidentiality is also very important to us, so please be mindful that you don't share anything you shouldn't.

Here are some examples of what you shouldn't share on social media:

- Trade secrets or sensitive company information, including information about product prices or launches before they have been released to the public
- Sensitive internal or business critical information that could bring the company into disrepute or have a negative effect on the relationship between our customers and the company
- Operational and personal information relating to bonus schemes, pay, recruitment, company policies etc
- Giving away confidential information about a colleague or customer contact or a competitor business



- Anything about our Geek Squad Insurance products that has not been communicated through official channels or that encourages incentivising and/or mis-selling to our customers

3. Can I respond to customer's comments online?

Social media can be a great way to communicate, reach out and interact with our customers and potential customers. However, it is important to do this in a positive way and one which is not detrimental to the reputation of the company. To protect and enhance the reputation of the business it is important to follow the steps outlined in this policy when considering responding to customer comments online. The key principle is that only approved teams, such as the social media team from the contact centre (CC) and support centre should respond to customer comments on behalf of Currys.

With this in mind you must not:

- Attempt to answer any customer service queries including comments relating to customer orders, general delivery, returns, installation and services
- Respond to customer complaints or concerns as they are entitled to their opinion and an official response will be made with relevant action and solution
- Discuss your negative store experiences with customers online
- Discuss operational and/or personal information relating to bonus schemes, pay, recruitment, Company policies
- Mention product prices or product launch information that is sensitive or confidential
- Refer to or forward any internal business communications and/or correspondence, including Senior Management blogs

There are times where you may engage in online conversations with our customers as long as these are of a positive and constructive nature.

Examples are:

- Acknowledge that what a customer has experienced as a great service or product has been experienced by you too – reinforcing confidence and trust in the Brands
- Share your knowledge with customers that may enable them to learn short cuts and/or smarter ways of using their product (excluding technical advice on fixing problems)



- Act as a friendly face and direct them to our Brands to find items they are looking for with ease
- Should they experience any problems and wish to complain, be courteous and direct them to the Social Media Team
- Empathise with customers who have experienced difficulties in obtaining a product or service and direct them to the Social Media Team

If you're unsure about whether you are allowed to comment or not, you should not engage in conversation. If you have any questions, comments or suggestions please get in touch with the Social Media Team.

4. Can I access social media at work?

You should not use any company equipment to access social media at work except when this is required as part of your role. You can access social media sites on work premises using your own equipment such as mobile phones and tablets, during your break times and never in front of customers.

5. Can I use social media during recruitment?

Social media is a great way of interacting with potential new colleagues and helps us to attract new talent – people who believe in what we're doing and want to join the team.

It gives us a great opportunity to reach out to a wide audience and we actively use and encourage the use of social media channels, such as LinkedIn, when recruiting for new roles.

It's important to remember though, that you should only share roles that have been formally signed off and that have been agreed can be advertised externally.

6. Sometimes I write blogs and reviews – is this allowed?

We understand that as well as working for the Company, all our colleagues are also consumers. We are not restricting you from writing personal reviews or blogs; however, it is essential that you make it clear that you are not writing on behalf of the Company.

If you are publishing something where it is evident that you work for Currys Group, you could use the following sentence to close any comments or reviews posted by you:



“These are my personal views and not those of my company, Currys Group”.

7. How can I ensure the secure use of social media?

We want you to be safe and secure when using social media and you can do the following to achieve this:

- Limiting your personal details listed in social media, such as date of birth, mobile number, addresses and other sensitive data
- Checking your security settings on social networking sites so that your information is only visible to the people you want to see it
- Reading up on social networking site guidelines to help understand how joining a network affects your privacy settings and what your responsibility is
- Being aware that the moment you send a comment to someone else or post a blog entry, the content is no longer in your control. If you have changed an earlier post in a blog, make it clear that you’ve done so

8. What happens if I don’t follow this policy?

We want you to be responsible for your conduct at work and that includes the way you use social media.

If we find that you have posted any inappropriate material on the Internet (irrespective of whether this is undertaken outside of your normal working hours) you may be subject to disciplinary action, up to and including dismissal.

9. How can I raise concerns regarding any social media?

Where possible, we always try to resolve any issues informally as we generally find that being open and honest and raising issues straight away is the best solution. When trying to resolve an issue informally hasn’t worked, you would have to think about moving to the formal process of raising a grievance. When this is the case we’d ask you to put your concerns in writing and send it to your manager or the [ER team](#).

We understand that writing such a letter can be difficult and often it can be a challenge to remember all the details, but try to include as much information as possible to help us investigate it for you. As a guide, your grievance needs to include:



- What happened and what you want the outcome to be
- All the key dates and times,
- The names of any key witnesses
- Any other information to support your grievance

10. How do I report a breach of this policy?

You should report any concerns relating to social media content to your line manager in the first instance.

If you're unable to discuss your concerns with your manager, you should email it to the social media team or alternatively you can contact the Confidential Hotline and register your concerns.

You can contact the confidential hotline using the methods below. Don't worry, any contact you make will be treated confidentially. All calls, emails and online form submissions go straight to the hotline provided by Navex Global. Navex Global is an independent third party and you can ask for translation services if you need them.

Online – You can make an online report by going to:

For PC/Laptop: currys.ethicspoint.com

For Mobile Devices: <https://currys.navexone.eu/>

Phone- You can phone the confidential hotline and they will pass your concern to the Curry's Confidential Hotline Team.

Country	Freephone number
China	400 120 0150
Czech Republic	800 144 497
Denmark	8083 1012



Finland	800 413 819
Greece	800 848 1599
Hong Kong	800 933 006
Netherlands	800 020 1158
Norway	800 62294
ROI	1800 851 102
Sweden	020 88 1607
UK	0808 196 5789

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