

SOCIAL MEDIA POLICY

1. Introduction

Our social media policy refers to Castleton Technology's existing Facebook, Twitter, LinkedIn, YouTube, Google+ and Scoop.It! accounts. It also applies to any other content we may develop on any social networking platform.

The Castleton Technology Marketing Team and other permitted staff manage the accounts. This policy is applicable to Castleton Technology staff and those who engage with us through social media.

2. Content

On all of our social media accounts we will post an average of 2-20 messages a month, this may increase during periods when increased activity is necessary, such as: important statements or news on current issues affecting our business.

Our social media posts may include:

- News and updates on company activity
- Alerts about new content on our website
- Re-posts of information from people and organisations we feel may be of interest to our followers and are relevant to our industry.
- Requests for involvement in discussions on topics we would like to get feedback on and survey completion.

All social media content remains the intellectual property of Castleton Technology Ltd.

3. Following

If you follow, like or join our social media accounts we will not automatically follow, like, add as a friend or join your account in response. Being followed or liked by Castleton Technology does not represent any kind of endorsement.

4. Monitoring

We will update and monitor social media accounts during office hours, 9am-6pm, Monday to Friday, although there may be occasions where our accounts are updated out-of-hours, if being used to cover specific events live.

We accept no responsibility for lack of service due to circumstances beyond our control e.g. downtime on social media sites.

5. Comments

We welcome comments and feedback from all, in accordance with the following guidelines:

You must not knowingly convey:

- Offensive, indecent or obscene material or abusive images and literature
- Material which can reasonably be considered as harassment of, or insulting to, other people or organisations
- Material obtained in violation of copyright or used in breach of a licence agreement
- Spam or chain emails
- Material that could, by its presence on a social media site, reasonably be expected to embarrass or compromise Castleton Technology (although comments that disagree with Castleton Technology are allowed)
- Commercial activities which are not connected to our business
- Any form of gaming, lottery or betting
- Any form of share dealing
- Offers of items for sale or bids on commercial auction sites
- Chain schemes (such as pyramid selling)

- Material designed to mislead people about who originated or authorised it (e.g. through misuse of signatures)
- Attempts to compromise, prevent legitimate access to the sites, damage them or seek to cause degradation of performance or a denial of service
- Attempts to gain unauthorised access to IT or content for which you do not have permission (i.e. hacking)
- Attempts to access, amend, damage, delete or disseminate another user's files, emails, communications or data without the appropriate authority. We will withhold, edit or remove any comments we judge to be failing these guidelines.

Opinions expressed in comments are those of the author not those of Castleton Technology.

6. Replying

We will read all replies, direct messages and comments and ensure that any emerging themes; suggestions and general queries are passed on to the relevant people in Castleton Technology. We will endeavour to respond directly to questions and queries online where an answer can be given quickly and simply, although we will not be obliged to do so. More difficult queries should be emailed to us via the contact us page on the website and will be passed on to the appropriate staff to deal with. We reserve the right to ignore, limit or suspend comments or responses to comments, without prior notice.

7. Policy Review

This policy will be reviewed when required in relation to developments in social media, web-based applications, mobile applications and any other new technology that Castleton Technology becomes involved in.