



Social Media, Communications & Brand Representation Policy

Prepared to outline CourierForce Logistics Ltd's commitment to professional communications, responsible social media use, and the protection of the company's reputation and brand.

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COURIERFORCE LOGISTICS LIMITED
Company Registration Number: 06375736





Contents

1.	Introduction.....	1
2.	Company Commitment.....	2
3.	Communications & Brand Representation Principles.....	2
4.	Professional Communications.....	3
5.	Social Media Use.....	3
6.	Confidentiality & Information Protection.....	4
7.	Brand Representation.....	5
8.	Company Marketing & Content Creation.....	5
9.	Employee Responsibilities.....	6
10.	Training & Awareness.....	6
11.	Future Objectives.....	7
12.	Governance & Review.....	8
13.	Conclusion.....	8
14.	Policy Approval & Authorisation.....	9





Introduction

CourierForce Logistics Ltd recognises that social media, digital communications, and online platforms play an increasingly important role in modern business operations.

As a logistics and transport provider, our reputation is built upon professionalism, reliability, customer service, and trust. Communications made by employees, drivers, subcontractors, and representatives of the business can influence how customers, suppliers, logistics partners, and the wider public perceive the company.

CourierForce Logistics Ltd is committed to promoting responsible communication practices, protecting confidential information, and ensuring that our brand is represented professionally across all communication channels.

This policy outlines our approach to social media use, professional communications, and brand representation throughout the organisation.



(1.0) Company Commitment

CourierForce Logistics Ltd is committed to:

- Promoting professional and respectful communication practices
- Protecting the reputation and integrity of the business
- Supporting the responsible use of social media platforms
- Safeguarding confidential business and customer information
- Encouraging positive engagement with customers, suppliers, and industry partners
- Maintaining consistency in the representation of the CourierForce brand
- Promoting responsible digital conduct across all areas of the business

(2.0) Communications & Brand Representation Principles

CourierForce Logistics Ltd believes that effective communication is essential to maintaining strong business relationships and professional standards.

Our approach focuses on:

- Professionalism and respect
- Accuracy and transparency
- Protection of confidential information
- Responsible use of digital platforms
- Positive representation of the business
- Consistency in communications and branding



We recognise that every interaction, whether online, in person, or through written communication, contributes to the reputation of the business.

(3.0) Professional Communications

CourierForce Logistics Ltd expects all business communications to be conducted in a professional, respectful, and appropriate manner.

This includes:

- Email communications
- Telephone conversations
- Customer interactions and client visits
- Supplier communications
- Industry networking events and activities
- Digital messaging platforms

Employees and representatives should ensure that communications remain professional, accurate, and reflective of the company's values and standards.

(4.0) Social Media Use

CourierForce Logistics Ltd recognises the benefits of social media platforms in supporting marketing, networking, recruitment, and industry engagement.



Employees are encouraged to use social media responsibly and are expected to:

- Act professionally when representing the company
- Avoid publishing misleading or inaccurate information
- Respect customers, suppliers, competitors, and colleagues
- Comply with applicable laws and regulations
- Avoid content that could damage the reputation of the business
- Respect confidentiality and privacy obligations

The company recognises that employees may use social media in a personal capacity. However, individuals should remain aware that public content may be associated with their professional role and the company.

(5.0) Confidentiality & Information Protection

CourierForce Logistics Ltd is committed to protecting confidential and commercially sensitive information.

Employees and representatives should not disclose:

- Customer information
- Commercially sensitive information
- Internal operational information
- Financial information
- Personal data
- Confidential supplier or partner information

Information protection responsibilities apply both online and offline and remain important across all communication channels.



(6.0) Brand Representation

The CourierForce brand represents the company's reputation, values, and professional standards.

Employees, subcontractors, and representatives authorised to communicate on behalf of the company should seek to ensure that communications:

- Reflect the company's professional standards
- Maintain consistency of messaging
- Support positive customer relationships
- Protect the reputation of the business
- Promote professionalism and trust

The use of company branding, logos, and marketing materials should remain consistent with approved company standards.

(7.0) Company Marketing & Content Creation

CourierForce Logistics Ltd may utilise social media, websites, marketing materials, and industry events to promote its services and engage with customers and stakeholders.

Where content is created on behalf of the company, reasonable efforts should be made to ensure:

- Accuracy of information
- Professional presentation
- Compliance with applicable legal requirements
- Respect for privacy and confidentiality obligations
- Consistency with company values and brand standards



Marketing and promotional activities should support the long-term reputation and credibility of the business.

(8.0) Employee Responsibilities

All employees, subcontractors, and representatives are expected to:

- Communicate professionally and respectfully
- Protect confidential information
- Use social media responsibly
- Avoid conduct that could damage the company's reputation
- Report concerns relating to inappropriate communications where appropriate
- Support a positive and professional image of the company

We recognise that maintaining a strong reputation is a shared responsibility across the organisation.

(9.0) Training & Awareness

CourierForce Logistics Ltd recognises the importance of communication awareness and professional standards.

The company will seek to provide:

- Guidance on professional communications
- Social media awareness where appropriate



- Information security and confidentiality awareness
- Brand representation guidance
- Specialist communications training where required to support operational, regulatory, or customer-specific requirements

Training requirements will be reviewed periodically to ensure they remain aligned with business needs and operational developments.

(10.0) Future Objectives

Over the next 12 - 18 months, CourierForce Logistics Ltd intends to:

- Continue promoting professional communications standards across the company
- Review social media and digital communication practices
- Strengthen awareness of confidentiality and information protection responsibilities
- Maintain consistency in brand representation
- Review opportunities to enhance marketing and communication effectiveness
- Continue supporting responsible and professional engagement across all communication channels

CourierForce Logistics Ltd recognises that effective communication and reputation management requires ongoing awareness, professionalism, and continuous improvement.



(11.0) Governance & Review

Responsibility for communications, social media use, and brand representation sits across the company.

Management, employees, subcontractors, and representatives all play a key role in maintaining professional standards and protecting the reputation of the business.

This policy will be reviewed annually to ensure it remains aligned with operational developments, communication technologies, regulatory requirements, and business objectives.

(12.0) Conclusion

CourierForce Logistics Ltd recognises the importance of professional communication, responsible social media use, and effective brand representation in maintaining trust and credibility.

As an SME logistics provider, our approach focuses on practical, proportionate, and professionally responsible communication practices that support both business growth and customer confidence.

Through responsible conduct, protection of confidential information, and consistent brand representation, CourierForce Logistics Ltd is committed to maintaining the professional standards expected by customers, suppliers, employees, and industry partners.



(14.0) Policy Approval & Authorisation

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