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UNITE

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Many of you will have noticed AXA UK's increasing presence on social media sites, from AXA People Protectors and Swiftcover on Facebook, to Chief Executive Paul Evans on Twitter. However despite this increased use of social media by the company, you are banned from using it in the workplace!



There were a number of sound reasons **AXA** banned access to social media sites several years ago, but the world has moved on since then and with the company itself is now catching up with its increased use of social media, **Unite in AXA** are asking that perhaps it is time that the company social media policy is reviewed.

There are a number of reasons for this. Taking **Twitter** as an example, not only does Paul Evans 'tweet', but so does Mike Kellard, Mike Morrison, Mark Wilkinson, David Williams, Simon Clayden and

Becky Holmes to name a few. There are also **Twitter** accounts for Commercial, PPP, AXA Insurance and PL Broker.

Whilst what they 'tweet' is not critical to an employees day job, it is always interesting for them to see what the leaders in their company are thinking and unless staff do that at home (assuming they have the facility), this is something they miss out on.

Similar points can be made for **Facebook** and other social media outlets that are currently banned.

There is also the need to consider the fact that for many workers social media is now the way they communicate on a personal level. Many of us use our email accounts or phones on occasion for personal reasons (both of these were historically banned), those that use social media for the same reasons cannot.

We are asking **AXA** to review its social media policy and engage in a consultation process to see whether the rules can be changed.

What do you think?



Paul Evans

@AXAUKCEO

Group CEO of the insurance, healthcare and wealth management group AXA UK. Too absent father to 3 boys, Ben, Max & Oli. All views are my own.

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