Social Media Awareness (Maritime) MGM-061 — study guide

Social media connects crews with home and the world — and can cost a company its security and its time. This guide covers the policy, the risks and the benefits.[1]

What social media is

Social media is a generic term used to describe any internet-based platform that enables online interaction and communication between users. It helps both businesses and individuals to meet new people, stay in touch with family, friends and customers, stay informed about world news, and share important events.

A social media policy

As a minimum, a typical social media policy includes specific details on the information that you are permitted to share, how long you are permitted to spend on social media, and the sites that you are permitted to access while at work.

The risks

Personnel spending time on social media sites when they should be working costs an estimated **233 million** hours globally. Beyond lost time, the hard rule is simple: **confidential or commercially sensitive information should never be discussed online**. Posting operational details can compromise a ship's security and its commercial position.

Key facts to remember

- Social media = any internet-based platform for online interaction and communication.
- Benefits: meet people, stay in touch with family/friends/customers, stay informed, share events.
- Policy covers: what you may share, how long you may spend, which sites you may access at work.
- Cost of misuse: ~233 million hours lost globally.
- Never discuss confidential or commercially sensitive information online.

Sources

1. ISM Code (SOLAS Chapter IX) — company procedures for conduct and information security on board.

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