Social / Media Policy

Apollo Mechanical is committed to building people who build great things. As employees of this company, we represent Apollo, and its values. Apollo employees should always look to promote Apollo’s vision of Safety, Integrity, Pride, Quality, Family and Faith wherever they go.

Even more so, employees of Apollo should represent those values on all aspects of social media. Social media is a powerful tool, with far reaching connections that in many cases are permanent.

* We want you to be excited about your work and share your passion for it with the people around you, as well as in your social media circles! Seeing your hard work completed is one of the great things about construction and your friends & family on social media will think so too! We encourage you to share anything posted on Apollo’s social media accounts on your own pages so that your friends and family can see the great work our teams do.
* Don’t forget: when you’re at work, you’re at work. Save your posts for breaks or after hours.
* Be aware that others will associate you with your employer when you identify yourself as an Apollo employee. Please ensure that your Facebook, LinkedIn, Twitter, and Instagram profiles and related content are consistent with how you wish to present yourself with clients and colleagues. Remember that networks such as Twitter and Instagram do not by default require mutual acceptance for someone to follow you.
* It is perfectly fine to talk about your work and have a dialogue with the community, but it is not okay to talk or post about the proprietary elements about the Apollo work environment. Because of the nature of the work that we do, and the relationships we have with the owner, general contractor and other trades on site, please do not post any jobsite photos on your own personal social media. Many of our projects have confidentiality agreements. Many projects do not allow photos to be taken on site. If photos are allowed, forward any jobsite photos to Apollo’s Corporate Communication Department (t.buckendorf@apollomech.com) to be shared on Apollo’s social media accounts. Please act responsibly with the information you are entrusted with.
* Information generated in the Apollo work environment, and information stored on Apollo’s internal network is property of Apollo. If an item features the sentence "for internal use only" then it is absolutely not meant to be forwarded to anyone who is not employed by Apollo Mechanical. Common sense is a huge factor here. This policy especially includes any information that could require a clearance to view. No exceptions. Even emails from the President to all employees are not meant for the media. If you are about to email / forward something that makes you even the slightest bit uncomfortable, please review with your Division Manager.
* Only certain people can officially speak on behalf of Apollo Mechanical. Please always write in the first person and don't use your company email address for private communications. Please also consider that even anonymous postings on sites such as Wikipedia can be traced back to the company. You can also use a disclaimer like "The postings on this site are my own and do not necessarily represent the position or opinions of others ".
* Don't cite or reference clients, partners or suppliers without their approval.
* You are **personally responsible** for the content you publish on social media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very long time. If you are about to publish something that makes you even the slightest bit uncomfortable, especially if it is related to Apollo, please get a second opinion from your Division Manager.
* Employees can be appropriately disciplined by Apollo for commentary, content, videos or images that are defamatory, pornographic, proprietary, harassing, and libelous or can create a hostile work environment.  You are legally liable for anything you write or present online. This applies to all forms of media, including but not limited to distribution of text, pictures, video, audio, and software. This policy also applies to the perpetuation of material or content that could be connected to themes of slander, hate speech, and/or discrimination of any kind; including but not limited to retweets, reposts, and sharing functions.