

TEMPLATE SOCIAL MEDIA POLICY

1. Policy Statement

This Social Media Policy (Policy) has been developed to manage our use of Social Media.

The success of our Company depends upon maintaining a positive reputation in the general community and amongst our clients and patrons. Increasingly, we use Social Media to engage with these groups. While Social Media is a powerful communications tool, it can significantly damage our reputation if improperly used.

Our communications via Social Media must be managed carefully and must be consistent with our policies, our commercial needs and our brand.

2. Purpose

The purpose of this Policy is to:

- (a) Clearly establish who has access to and authority to use Company Social Media, and the terms on which that access and use is granted.
- (b) Clearly establish standards of conduct and communication that authorised employees must meet when accessing and using Company Social Media.
 - a) To ensure that all Company communication via Social Media with stakeholders, the media and other external sources is consistent, appropriate, accurate, timely and is authorised to be released (ie. is not confidential).
 - b) To provide guidelines for conduct when using Social Media profiles where any reference, whether direct or indirect, is made to the Company, including out of work hours.
 - c) To prevent unauthorised creation and usage of Social Media profiles.

3. Application

This Policy applies to:

- a) All Company employees, including any person who is employed by the Company including but not limited to on a full-time, part-time or casual basis, whether on an ongoing basis or for a specified period or task.
- b) The conduct of Company employees in the use of Company Social Media during or outside the course of their employment.

4. Relationship of Social Media Policy to other Company Policies and Disciplinary Procedures

This Policy is in addition to and complements existing or future policies regarding employee responsibilities and behaviour. Such policies include policies relating to sexual harassment, discrimination, confidentiality, theft and disciplinary action.

Social Media Policy violations may be subject to disciplinary action, up to and including termination.

For information on Company disciplinary procedures, please refer [insert policy here].

5. Interpretation

- a) "Social Media" includes, but is not limited to, content created by people using highly accessible and scalable publishing technologies including, but not limited to, blogs, bulletin boards, microblogging (Twitter), vod and podcasts, discussion forums, RSS feeds, video and photo sharing websites (YouTube, Flickr, Instagram, Pinterest), social networking sites (MySpace, Facebook, Twitter, Google+, LinkedIn), wikis and online collaborations (Wikipedia), instant messaging and geo-spatial tagging (Foursquare) and any future technologies allowing communication online or mobile communication between people.
- b) "Company" means *[insert name of organisation]*
- c) "Confidential Information" includes, but is not limited to, the financial or accounting details of the company, the personal or business details of clients, customers and employees (including any lists and contact details of the clients), the business, strategic or marketing plans of the Company, the Company's intellectual property, supplier lists employee lists and contact details, production and delivery methods, pricing details or strategies, and news, design effects, illusions or other creative elements of productions.
- d) "Authorised Use" means the use of Social Media whether in existence or in the future, by a Company employee under the banner of the company, for purposes directly related to the business of the Company or for limited personal, educational or self-development purposes, provided these uses are not unauthorised, whether the use is through technology supported and/or provided by the organisation or through an external vendor or site.
- e) "Authorised User" means a person who has been approved in writing or by other acceptable means to comment as a representative of the Company in an official capacity.
- f) "Personal Use" means the use of Social Media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by a Company employee in a personal capacity that is outside the realms of the Company and is not connected to their employment or for the purposes of their role. However, if the employee represents themselves as an agent and/or representative of the Company and/or discusses matters relevant or

relating to the Company in the public sphere, then the use may be an Unauthorised Use.

- g) “Unauthorised Use” means the use of Social Media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by any person who is not an Authorised User or any unlawful, criminal, excessive personal use or inappropriate use by a Company employee.
- h) “Management” means any delegated employee designated by the Chief Executive Officer or General Manager to have authority to approve employees to become Authorised Users of Social Media.

3. Authorised Use of Social Media

Only Authorised Users may undertake Social Media activity on behalf of the company.

The following procedures shall apply:

- a) Use of Social Media is subject to approval from Company Management and Authorised Users will be designated on an as needed basis.
- b) Once approved, Authorised Users must act in accordance with this Policy for any Social Media activity and will be held accountable for anything published that breaches any of these policies or procedures.
- c) As a representative of the Company, Authorised Users posts should be consistent with the Company’s profile and be respectful of the company, stakeholders and other relevant parties and to all people interacted with.
- d) Authorised Users should adhere to the Terms of Use of the relevant Social Media platform/website as well as any applicable laws including, but not limited to:
 - i) **Privacy, confidentiality and information security:** conversations or information that is deemed confidential or classified or deals with matters that are internal in nature should not be published.
 - ii) **Copyright:** copyright laws and fair use of copyrighted material should be respected and the original author/source of the work should be accurately attributed wherever possible.
 - iii) **Bullying, harassment and discrimination:** workplace bullying, harassment and discrimination are expressly prohibited. This includes any bullying, threatening, harassing or discriminatory comments, or comments that may be construed to be bullying, threatening, harassing or discriminatory.
 - iv) **Defamation:** material that may cause injury to another person’s, organisation’s, association’s or company’s reputation should not be published. If publishing such material is thought to be necessary, authorisation is required from *[insert position]*.

- v) **Offensive or obscene material:** material that is offensive or obscene must not be posted and may infringe relevant online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.
- e) Authorised Users must not disclose any Confidential Information, proprietary or trade secrets or endorsements. If in doubt about whether something is confidential or has not been released publicly, confirmation should be sort from the *[insert position]*. Company logos, trademarks and intellectual property may not be used without express authority. Authorised Users must ensure that the information can be legally divulged before posting it.
- f) All Authorised Users are required to disclose their name and affiliation when communicating on behalf of the Company. Use of aliases or otherwise deceptive conduct is expressly prohibited.
- g) Authorised Users should keep records of interactions in the online Social Media space as online statements can be held to the same legal standards as traditional media communications.
- h) Authorised Users are personally responsible for their words or actions and must ensure that posts are completely accurate, not misleading and do not disclose Confidential Information or are otherwise unlawful. If in doubt, Authorised Users should not post the information until it is discussed with their supervisor.
- i) Unauthorised Users must not imply they are authorised to speak as a representative of the Company, nor give the impression that any views expressed are those of the Company.

4. Personal Use of Social Media

The Company recognises that employees may wish to use Social Media in their personal life and this Policy does not intend to discourage nor unduly limit personal expression or online activities. However, even if your Social Media activities take place completely outside of work, as your personal activities should, what you say can influence your ability to conduct your job responsibilities, your co-workers' abilities to do their jobs and the Company's business interests. This is particularly the case when you can be identified as an employee of the Company. All employees should comply with this Policy to ensure that the risk of any damage is minimised.

- a) Company employees should recognise that what they write is their responsibility and that they are legally liable for anything they write or present online. Employees can be disciplined by the Company for commentary, content or images that are defamatory, pornographic, proprietary, harassing, bullying, threatening, discriminatory, libellous or that can create a hostile work environment. Employees will be held accountable for anything they publish that breaches Company policies and procedures.

- b) Company employees should be polite and respectful to all people they interact with and adhere to the Terms of Use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
- c) Company employees must not disclose any Confidential Information, proprietary or trade secrets under any circumstances and Company logos and trademarks may not be used without explicit authority.
- d) Company employees that are not Authorised Users must not claim to be speaking on behalf of the company or express an official position of the company on any social media platform, and must not use a Company email address or Company logos or insignia. In these circumstances, it is advisable to use a standard disclaimer such as “the postings on this site are my own opinions and views and do not necessarily represent the views or opinions of [X].”
- e) When accessing Social Media at work or during work hours (whether via the Company’s Internet or on a personal device with Internet access), Company employees must use these resources reasonably, in a manner that does not interfere with work, and is not inappropriate or excessively used. Examples of reasonable use include:
 - i) re-tweeting or re-posting content from the Company Twitter or Facebook account on your own account; or
 - ii) using Social Media during a lunch break.

5. Breach of Responsibilities

Any Company employee found to be in breach of this Policy may be subject to appropriate disciplinary action, or, depending on the severity and nature of the breach, termination of employment. In the event that a Company employee breaches this Policy, the company may:

- suspend or revoke the employee’s status as an Authorised User;
- take disciplinary action;
- terminate the employee’s employment;
- take legal action and/or prosecution with regard to the breach.

6. Contact

If employees have questions about this Policy, they should contact *[insert contact]*.

7. Employee Agreement to Social Media Policy

I have read, understand and agree to this Policy.

Employee Name:

Signature: _____

This Policy came into effect on *[insert date]*.