

# Instant HR Policies & Procedures



# Australian Employee Manual

## Sample - Instant HR Policies & Procedures

This Social Media Policy is just one of the policies that form part of the Instant HR Policies and Procedures Manual from the Australian Employee Manual.

The HR Manual has been designed especially for Australian small to medium-sized businesses that employ, or are about to employ, employees or employees.

There are legal obligations that come with the employment of employees. The HR Manual contains the essential Human Resource policies you will need to help you comply with your employment obligations.

The HR Manual is written as a series of policy and procedure templates. These join to form a comprehensive Employee Manual for your employees, explaining their rights, responsibilities and entitlements, as well as outlining the practicalities of how to handle everyday events such as sick leave.

Each of these policies are written in plain English and has been tested in Australian companies to make sure they are practical and work.

The HR Manual has been in continuous publication since 2007 and is currently in use in thousands of businesses across Australia

**To find out more, visit [www.employeemanual.com.au](http://www.employeemanual.com.au).**

## ***Internet & Social Media***

With the rise of new media, the ways Abcd employees can communicate are continually evolving. While this creates new opportunities, it also creates new responsibilities.

This policy applies to all Abcd employees and contractors who use the following social media whether in a private and business capacity:

- Social Networking sites (e.g., Facebook, LinkedIn).
- Micro-blogging sites (e.g., Twitter).
- Video & photo sharing sites (e.g., Instagram, Snapchat, YouTube).
- Weblogs (e.g., Abcd blogs, Tumblr, personal blogs, and blogs hosted by the media).
- Forums & discussion boards (e.g., Whirlpool, Reddit, Google groups).
- Online encyclopaedias such as Wikipedia.
- Review sites (e.g., Yelp, True Local)

Remember, anything you post is accessible to anyone with a browser and is there forever, irrespective of any attempt to delete the content. Treat everything as if it is public (even if you have set your privacy settings to attempt to limit access to the content). Always assume that the person you would least like to see your post (or photograph or video) will see it. Our first and foremost rule is, "*Think Before You Post*".

Under this policy, you agree that Abcd shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed or incurred due to any of your social media postings.

Please be aware that violation of this policy may result in disciplinary action up to and including termination.

### **What Can You Disclose?**

You can disclose anything already in the public domain – which means that if you've read it in the annual report, strategic plan or in a press release, you can talk about it.

Everything you talk about must be truthful, accurate and able to be substantiated.

## What Can't You Disclose?

Generally, common sense and our Code of Conduct is your best guide, but here are a few specifics.

You can't disclose:

- Non-public financial information.
- Non-public technical information.
- Personal information about individuals.
- Confidential information of our customers or suppliers.

You also can't discuss:

- Work-related legal proceedings or controversies.

You can't use:

- Our trademark or copyrighted logos in your post unless authorised to do so.
- Other's materials without their express permission.

Other bits you can't do:

- Post offensive, defamatory, threatening, discriminatory, bullying, inappropriate, false, sexist, derogatory or malicious comments, images or materials online (which includes but is not limited to Abcd, your workplace, your employees or your clients). In other words – do not troll!
- Reference Abcd negatively in any online social medium or public forum.
- Post information that is defamatory to the company, its products/services, colleagues and/or customers.
- Suggest or imply you are speaking on behalf of Abcd unless you are authorised to do so.
- Work on your personal blog or social media during work hours.
- Online shopping (unless it's work-related).

- Damage your employment relationship, Abcd's reputation or commercial interests, or bring Abcd into disrepute.

### **It's Not Just What You Say ... It's How You Say It**

Using social media, it is very easy to put people offside as they miss the face to face social cues. That's why *how* you say what you are going to say is so important.

Remember to:

- Use spell check and proofread each post.
- Disclose you are an Abcd employee and add a disclaimer "the views expressed in this post/blog are mine and do not necessarily reflect the views of Abcd."  
Unfortunately, disclaimers may not be sufficient legal protection if your posts are found to be defamatory, harassing or in violation of any applicable law – so all posts are your legal responsibility.
- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of other opinions, even in times of heated discussion and debate.
- Adhere to the Terms of Use of each site, and seek to conform to the cultural and behavioural norms of the social media platform being used.
- Understand and comply when the company asks that topics not be discussed for confidentiality or legal reasons.

### **Other General Bits & Pieces**

- Keep your personal and professional social media accounts separate. Do not use personal accounts for business communications and take care to ensure that you do not imply that Abcd endorses your personal view.
- Don't feel pressured to "*friend*" or "*follow*" co-workers, vendors or clients unless you want to. If you are uncomfortable with adding a contact – don't add them.
- Ensure your social posting or social video watching does not interfere with your work (particularly the use of Twitter).
- Please don't read personal or non-industry blogs during company time.

- If you leave the employ of Abcd, you are required to delete all Abcd proprietary information, customer and supplier details from your social media sites.
- If you make a mistake, be upfront about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so. Let your manager know about your mistake.
- If something can only be said on the basis that you are saying it “anonymously” or “privately”, there is a good chance that it should not be said.
- **If it gives you pause ... pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit "*send*" Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, discuss it with your Manager. Ultimately, what you publish is yours—as is the responsibility. So be sure.

**The bottom line is don't say something online that you wouldn't be prepared to say directly to someone's face.**

If you have any questions about these guidelines or any matter related to the internet or social media that these guidelines do not address, please contact your Manager.