**SOCIAL MEDIA POLICY**

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| **Title:** | Fencing Solutions Pty Ltd Social Media Policy |  |  |
| **Ref:** | POL-HR-008 | **Date Effective:** | 21/09/2020 |
| **Version No.** | 001 | **Review Date:** | 21/09/2021 |

\* Unless otherwise indicated, this policy will apply beyond the review date.

1. **POLICY OBJECTIVE**

The purpose of this policy is to outline Fencing Solutions Pty Ltd requirements in relation to providing guidance to all employees about engaging in social media. All employees are responsible for being aware of the policy and understanding their responsibilities around using social media in their professional and personal capacity.

1. **SCOPE**

This policy applies to all Employees and Contractors of Fencing Solutions

1. **DEFINITION**

For the purposes of this policy the following definitions are outlined:

**The Company -** refers to Fencing Solutions

**Contractor -** refers to any person or entity engaged by the Company to perform duties on behalf of the company as a representative of the Company.

**Employee -** refers to any person directly employed by the Company on either Full Time, Part Time or Casual Basis.

**Social Media** **-** is the term used for internet-based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared over open digital networks. Social media may include (although is not limited to):

* social networking sites (for example Facebook, Snap Chat, Myspace, LinkedIn, Bebo, Yammer);
* video and photo sharing websites (for example Flickr, Youtube);
* blogs, including corporate blogs and personal blogs;
* blogs hosted by media outlets (for example ‘comments’ or ‘your say’ feature on theage.com.au);
* micro-blogging (for example Twitter);
* wikis and online collaborations (for example Wikipedia);
* forums, discussion boards and groups (for example Google groups, Whirlpool);
* vod (video on demand) and podcasting;
* online multiplayer gaming platforms (for example World of Warcraft, Second life);
* instant messaging (including SMS); and,
* geo-spatial tagging (Foursquare).

Social media also includes all other emerging electronic / digital communication applications.

1. **Policy**

On-line communication and new media tools are important communication channels that provide Fencing Solutions with the opportunity of engaging with both employees, Sub-Contractors and customers directly. These tools can be used to inform the community and staff about Fencing Solutions services, promotions and offerings and developing collaboration with stakeholders and target audiences using familiar and widespread technology.

Employees should be aware that content published on social media is, or may become publically available, even from personal social media accounts. It is essential that employees understand that comments published via social media platforms are treated the same way as public statements and should be made by an authorised spokesperson in the same way that comments are made in any public forum or to the media.

**Identifying inappropriate use**

Where an employee becomes aware of inappropriate or unlawful on-line content that relates to Fencing Solutions or any individual including an employee, visitor or contractor of Fencing Solutions, or content that may otherwise have been published in breach of this policy, or contains privileged information; the situation and circumstances should be reported immediately to management. Privacy and confidentiality breaches can also be reported to management.

1. **Professional use of social media**
   1. **Becoming authorised to comment**

* Before engaging in social media available outside Fencing Solutions as a representative of Fencing Solutions, employees must become authorised to comment.
* In-conjunction, employees may not comment externally unless authorised to be a representative spokesperson of Fencing Solutions. To be authorised to comment or be an authorised spokesperson, employees must have the explicit approval of the managing Director and/or operations manager.

**1.2.0 Rules of engagement**

1.2.1 Authorised representatives must:

* Disclose that they are an employee of Fencing Solutions, and use only their own identity, unless authorised to use an approved official account.
* Disclose and comment only on information classified as public domain information.
* Ensure that all content published is accurate and not misleading and complies with all relevant legislation and policies.
* Comment only on their area of expertise and authority.
* Ensure comments are professional and respectful of the community in which they are interacting online. This is also applicable whilst engaging in the staff Facebook page.
* Adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, discrimination, harassment and any other applicable laws, and Fencing Solutions Privacy and Confidentiality policies.
* When inviting public comments via Fencing Solutions website or social media platforms, instructions to the public must be clear and unambiguous.

1.2.2 Authorised representatives must not:

* Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.
* Use or disclose any confidential or privileged information.
* Endorse or make judgments about specific providers, products or service or discuss circumstances surrounding the specific relationship Fencing Solutions may have with these partners or providers.
* Comment or post any material that might otherwise cause damage to Fencing Solutions reputation or bring it into disrepute.
  1. **Personal use of social media**

**Overview**

This policy does not exist to discourage nor unduly limit employees using social media for personal expression or other on-line activities in their personal life.

Employees should be aware of and understand the potential risks and damage to Fencing Solutions that can occur, either directly or indirectly from their personal use of social media and should comply with this policy to ensure that the risk is minimised. Anything posted on a social media platform is considered public domain information and care should be taken not to post comments or remarks that may damage the employment relationship.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Managing director on how to comply with the following obligations.

To avoid breaching this policy employees must:

* Only disclose and discuss publicly available information.
* Ensure that all content published is accurate and not misleading and complies with all relevant Policies and procedures.
* State their views are personal and are not representative of Fencing Solutions.
* Behave politely and respectfully.
* Adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, discrimination, harassment and any other applicable laws.

Employees must not:

* Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.
* Imply that they are authorised to speak as a representative of Fencing Solutions, nor give the impression that the views expressed are those of Fencing Solutions.
* Use the identity or likeness of another employee, contractor or management team member of Fencing Solutions.
* Use Fencing Solutions email address or any Fencing Solutions logos or insignia that may give the impression of official support or endorsement of their personal comment.
* Use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor Fencing Solutions.
* Post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee.
* Comment or post any material that might otherwise may cause damage to Fencing Solutions reputation or bring it into disrepute.

**Reasonable and unreasonable personal use**

When accessing social media via Fencing Solutions, intranet and extranet systems, or company paid for smart phones, employees must do so in accordance with Fencing Solutions Internet Usage Policy, which requires employees to use these resources ‘reasonably’, in a manner that does not interfere with work, and is not inappropriate or excessively accessed. Examples of reasonable use include:

* Re-tweeting official content related to Fencing Solutions activities and promotions, if you are authorised to do so.
* Participating in working groups on various networks in a professional manner.
* Updating Facebook status and posting messages during a lunch break.
* Fencing Solutions resources should not be used to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.
* Employees should not use Fencing Solutions Internet and computer resources to provide comments to external parties such as journalists or media officials other than as authorised in the course of their official duties.
* It is not acceptable to spend time using social media that is not related to your work unless it occurs in your own time (for example during meal breaks) or at times acceptable to management
* Employees must respect copyright laws and fair use of copyrighted material.

All employees are expected to attribute work to the original author or source wherever possible.

**Privacy, confidentiality and information security**

* Employees should only use personal information obtained in the course of your employment or engagement with Fencing Solutions in a manner consistent with Fencing Solutions Privacy Policy and Confidentiality Policy.
* Users should not publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature.
* Employee/ Sub contractor / visitor personal information should not be made available on social media unless express consent has been obtained from the Employee/ Sub contractor / visitor in relation to the use and disclosure of their personal information.

**Harassment and bullying**

* Fencing Solutions Harassment and Bullying Free Workplace Policy applies both on-line and in the physical workplace.
* Workplace bullying and harassment includes any bullying or harassing comments employees make on-line, even on their own private social networks or out of office hours.
* Abusive, harassing, threatening or defaming postings are in breach of the Harassment and Bullying Free Workplace Policy, and may result in disciplinary action being taken.
* All employees are expected to treat their colleagues with respect and dignity and must ensure their behavior does not constitute bullying and/or harassment.

**Defamation**

Employees are to refrain from publishing material that may cause injury to another person, organisation, association or company's reputation, and should seek further legal guidance if publication of such material is thought to be necessary.

**Offensive or obscene material**

Material may be offensive or obscene and may infringe relevant online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

**Compliance**

* Depending on the circumstances, non-compliance with this policy may constitute a breach of contract of employment or other contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of the law.

**Responsibilities**

* All employees, supervisors and Managers are aware of their obligations, responsibilities and rights in relation to Fencing Solutions Social Media Policy.
* Any breach of this policy should be immediately reported to the Managing Director. Employees may be subject to disciplinary action which may result in termination of employment.

1. **NON-COMPLIANCE**

Non compliance by Employees or Contractors working for Fencing Solutions could result in the Company receiving biff notifications and negative feedback from our contract site supervisors and private clients. This is unacceptable and any Employee or Contractor who fails to comply will be subject to disciplinary action that may include the termination of their employment contract or contractor agreement.

Failure to comply with the Social Media Policy within the administration team will similarly result in disciplinary action up to and including the termination of employment.

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| **ACKNOWLEDGEMENT**  I hereby acknowledge the Company Policy related to Social Media.  I confirm, I understand the content of this policy and its direct relation to my role within the Company.  I understand that my failure to comply with this policy may directly result in disciplinary action being taken or  termination of my employment/ agreement with the Company. | | | | |
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| Employee/Contractors Name: | | |  |  |
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| Signature: | |  | |  |
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| Date: |  | | |  |
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