
1. PURPOSE

This policy has been developed in recognition of the popularity of and participation in online social media.

The Company understands that directors, officers, agents or employees may participate in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However, for directors, officers, agents or employees who use social media either as part of their job or in a personal capacity, it is important to understand employment obligations when the online communication is about the Company, directors, officers, agents or employees or other work-related issues.

The Social Media Policy forms part of an employee's contract of employment with the Company, and forms a direction of the Company with which an employee is expected to comply.

2. SOCIAL MEDIA

The term 'social media' refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, MySpace, YouTube, Twitter, LinkedIn, forums and discussion boards.

3. POLICY

Although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise.

As a result, any online communication that directly or indirectly refers to the Company, directors, officers, agents or employees or other work-related issues, has the potential to damage the Company's reputation or interests, and could be a possible breach of confidentiality.

When participating in social media in a personal capacity, directors, officers, agents or employees must not:

- (a) disclose confidential information, proprietary or sensitive information. Information is considered confidential when it is not readily available to the public. The majority of information used throughout the Company is confidential. If you are in doubt about whether information is confidential ask your supervisor or the Company Secretary before disclosing any information.
- (b) use the Company logo or Company branding on any social media platform without prior approval from the Company Secretary or Managing Director;
- (c) communicate anything that might damage the Company's reputation, brand image, commercial interests, or the confidence of our stakeholders;

- (d) represent or communicate on any matter on behalf of the Company in the public domain without prior approval from the Company Secretary or Managing Director; and
- (e) post any material that is directly or indirectly connected with the Company's operations, or defame, harass, discriminate against or bully any directors, officers, agents, employees, suppliers or customers.

4. EXAMPLES OF POTENTIAL BREACH OF THIS POLICY

Examples of potential breaches of this policy include but are not limited to:

- posting information to an online discussion forum or public platform about Company operations without obtaining prior approval;
- posting a comment regarding Company information on a Facebook page without obtaining prior approval;
- uploading video footage or photos showing anything that could damage the Company's reputation or uses Company information without obtaining prior approval;
- making derogatory comments about the Company, any directors, officers, agents, employees, suppliers or customers; and
- posting images or comments about a work colleague where this could constitute bullying, discrimination or harassment.

5. GOOD PRACTICE WHEN USING SOCIAL MEDIA

When engaging on social media, directors, officers, agents, and employees should:

- exercise care and discretion with the use of online communication and be aware that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication;
- take care not to disclose other people's personal information or publish images of others without permission. Be aware that people may be readily identifiable even when names are not used;
- refer to the Company Secretary or Managing Director if unsure whether an intended online communication may be in breach of this policy;
- use common sense and respect others in posts and discussions; and
- adopt the simple practice of stepping back, re-reading and thinking about what is posted before doing so.

6. RESPONSIBILITIES

Directors, officers, agents and employees:

- are responsible for their own communications online;
- should not represent or communicate on behalf of Company or use any Company information in the public domain without prior approval from the Company Secretary or Managing Director;
- should refer to the Company Secretary or Managing Director if they become aware of potential breaches of this policy; and
- must comply with the Company's policies and procedures and Code of Conduct.

7. BREACH OF THIS POLICY

Breach of this policy may lead to disciplinary action, which may range from a warning up to termination of employment, depending on the severity of the breach. If you breach the law, you may also be held personally liable.

8. QUESTIONS

If you have any questions regarding this policy, please contact your supervisor in the first instance. For further assistance, contact the Company Secretary or Managing Director.