**Social Media and ICT Policy**

**Purpose**

Company Name (‘short name’) acknowledges that some Workers may choose to utilise social media and ICT outside of the workplace. Company short name wants to make sure Workers are aware of its view on social media and how the social media footprint of its Workers can impact the operations of Company short name if content posted is related to or perceived to be related to the operations of Company short name.

It is intended that this Policy is read alongside the Company short name Code of Conduct.

**Scope**

This Policy applies to all Company short name Workers, contractors, subcontractors, apprentices, trainees, work experience students and volunteers (‘Workers’).

**Policy**

Company short name takes social media to mean any website and/or application that enables a user to create and share content or participate in social networking. Examples include, but are not limited to, Facebook, LinkedIn, Twitter and Instagram.

Company short name recognises that social media platforms open up many opportunities. However, the practical application of such technology is continually developing and there are potential issues and risks to consider, both as individual Workers and as an organisation.

Company short name’s IT resources are provided for work purposes. Access to social networking websites may be deemed a requirement of some positions but should be limited to work related activities during work hours.

Workers using social media are required to take a common sense approach to the content that they publish online. Any content that is deemed offensive, crude, unprofessional or inaccurate may result in disciplinary action, up to and including termination of employment or contract. It is a requirement when posting on socials, as an ambassador of Company short name, that Workers’ posts do not contain any type of commentary in regard to a stakeholder that has partnered with Company short name.

Should a Worker wish to access social media for personal use purposes during their meal or rest break, the Worker is responsible for ensuring that their access does not:

* interfere with the efficient business operations of Company short name;
* violate this Policy or any other Policy of Company short name;
* negatively impact upon the Worker’s work performance;
* hinder the work of other Workers; and
* damage the good reputation or image of Company short name.

**Use of Social Media**

Communications that Workers make in a professional or personal capacity through social media, must not:

* + reveal confidential or commercially sensitive information, or intellectual property, owned by Company short name;
	+ reveal confidential information about an individual or organisation related to Company short name;
	+ reveal Company short name’s internal workings or operations;
	+ be anything that could be considered or perceived as discriminatory, bullying or harassment, or could be considered unlawful, inappropriate or offensive in the workplace;
	+ link their personal social media account as an administrator to Company short name social media account:
		- when sharing personal views on social media speak on behalf of or imply alignment of these views to Company short name;
		- breach privacy laws;
		- disclose any information, directly or indirectly related to the operations, partners and / or products of Company short name;
		- bring Company short name into disrepute, for example by:
			* criticising or arguing online with other Workers;
			* making defamatory comments about individuals, organisations or groups;
			* posting images that are inappropriate; and
			* posting links to inappropriate content.
		- breach copyright laws, for example, by using someone else's images or written content without prior, written permission.

**Reporting a Breach**

Should Workers become aware of the publication of material that is linked to Company short name, its Workers or its operations that may be deemed distasteful or inappropriate, the Worker is required to report the information or conduct immediately to their Manager or the HR Team.

**Breach of Policy**

A breach of this Policy will be dealt with seriously and may result in disciplinary action including possible termination. For Workers who are found to have breached this Policy, there may be consequences including termination of contract or employment. Where inappropriate use under this Policy constitutes a breach of any law, action may also be taken in accordance with that law by Company short name.

**Responsibilities**

**Company short name’s Responsibilities**

It is Company short name’s responsibility to ensure that:

* + there are policies and processes in place to inform Workers on expectations regarding social media in the workplace;
	+ management are empowered to educate their Workers on a regular basis about the existence of this Policy, and their rights and responsibilities in relation to implementing this process; and
	+ any breach of this Policy is dealt with in a fair and consistent manner.

**Managers’ Responsibilities**

Managers are required to:

* + ensure their team understands the provisions outlined above in relation to social media at Company short name;
	+ understand the procedures in place, follow and apply them fairly and transparently;
	+ take appropriate action for any reported breaches in a time efficient manner;
	+ where necessary, gather relevant information pertaining to the alleged breach; and
	+ where necessary, commence performance management processes in circumstances where a breach has occurred, in accordance with Company short name’s Performance Management Policy and Procedure.

**Workers’ Responsibilities**

Workers are required to:

* + have a common sense approach when using social media;
	+ conduct themselves professionally any time they engage with social media and not act in a way that might bring Company short name into disrepute;
	+ always assume that anything they contribute to social media is public and can therefore be accessed and shared outside of the intended audience;
	+ adhere to their responsibilities relating to confidentiality as outlined in the terms and conditions of their engagement:
	+ not disclose or comment on anything relating to their engagement at Company short name (whether it be related to organisational process, trade secrets, partner information or their personal feelings about Company short name, it’s management or other Workers); and
	+ report any potential breaches as soon as they become aware to their Manager or the HR team/supervisor.

**Relevant Reference Material**

The following documents may provide relevant supplementary information:

* + Company short name Code of Conduct;
	+ Company short name Performance Management Policy and Procedure; and
	+ Company short name Anti-Bullying, Discrimination and Harassment Policy.

 **Contact**

Should any clarification be needed for the contents of this Policy, the reader should contact your Manager or the HR Team via phone (Company phone number) or email (Company email).

**Monitor and Review**

This Policy will be reviewed from two (2) years from date of adoption.

**Approval**

This Policy was drafted on date and approved by [NAME], [POSITION TITLE], on [DATE].