

Social Media Policy

This Social Media Policy outlines protocols for using social media. The policy aims to inform Emergent Cold employees and contractors on how to use social media effectively and appropriately in a workplace context.

What is social media?

Social media consists of websites and applications that allow users to create and share content and to participate in social networking. Social media may include, but is not limited to:

- social networking sites, including Facebook, LinkedIn or Google, etc.
- video and photo sharing websites, for example Snapchat, Flickr, Instagram, YouTube and Pinterest
- micro-blogging sites, for example Twitter and Tumblr

Using social media

If participating in a social media platform or networking sites at work, you must observe the following:

- be mindful that your behaviour is bound by the Company's Code of Conduct and Workplace Behaviour and EEO procedure – even outside work hours and if material is posted anonymously or using an alias or pseudonym
- make clear that any views expressed are your own, and not those of the Company
- your online activities do not interfere with your work performance
- show respect for the privacy and opinions of others, strive to respect differences, appreciate diversity of opinions
- do not infringe Privacy Policy or laws
- that posting any work related discussions inside or outside of work hours is deemed to be work related

When using social media, it is not acceptable to:

- post comments or images that are inappropriate, obscene, defamatory, threatening, harassing or discriminatory in relation to your work, a staff member, customer, supplier or the Company
- use social media for business-related internal communications
- disclose confidential customer information or internal policies, procedures and other operational information not available via public sources
- create a social media page, for example on Facebook, to protest a work issue or concern
- infringe another person's intellectual property rights, including the Company's intellectual property rights
- publicly complain about your employment, as the appropriate process for resolving such complaints are through discussions with your Leader or Human Resources
- contribute in any way or form to any inappropriate postings or commentary that is not supportive of the company
- use the Emergent Cold Group or Emergent Cold logo unless specifically authorised to do so

If you are unsure

When considering making personal comments, you should reflect on the following questions:

- could my comments cause the Company's customers or other stakeholders to lose confidence in my ability to work in an impartial and professional manner?
- could my comments lower or undermine the reputation of the Company?
- are my comments lawful? For example, do they comply with anti-discrimination legislation and laws relating to defamation?
- would I be comfortable if my Leader read my comments?

Breaches of the social media policy:

In situations where an employee's online behaviour potentially breaches this policy, the issue will be referred to our Human Resources team for investigation and action.

Any inappropriate use of social media can result in disciplinary action and may include separation of employment.

For further questions, please contact the Human Resources team.

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