APP:507 SOCIAL MEDIA POLICY
(Refer MP:38)

This policy is to provide clarity to team members on how to conduct themselves on social media. In general team members are required to use good judgment regarding social media posts.

Social media is defined as online media which allows user participation and interaction. Common examples include:

- Social / business networking sites, e.g. Facebook, LinkedIn

- Video and photo sharing web sites, e.g. Flickr, YouTube, Tik Tok

- Micro-blogging and activity stream sites, e.g. Twitter, Instagram

- Blogs and blogging platforms, e.g. Tumblr

- Forums and discussion boards, e.g. Google Groups

- Any other web sites that allow individual users or companies to use simple publishing tools.

Risks associated with online social media activity:

- Breaching *Privacy Act 1988*.

- Bringing *idec's* brand and reputation into disrepute.

- Representing a personal political view as that of *idec*.

- Making promises or statements regarding *idec's* operations which are not true.

- Disclosing personal information relating to other team members, or official information which is classified or commercial-in-confidence.

Team Members making use of social media:

- Should not comment on *idec* activities apart from providing factual information that is on the **public record**.

- Must avoid any statement that may bring *idec* into disrepute.

- Must not commit *idec* to any action or initiative without appropriate authority.

- Must not disclose official information unless authorised to do so.

- Must be aware of laws covering defamation, privacy and the protection of intellectual property.

- Must ensure activities are in line with *idec's* policies.

- Must protect personal information entrusted to *idec* from distribution into the public domain.

- Must have approval from operational manager to use social media in an official capacity.

- Must obtain prior permission to use the words, images and materials of *idec*.

Guidance for using social media:

- *idec* allows for private use of social media for professional development and general private use. It is required that team members behave with common sense and comply with this Policy.

- Team members should carefully consider if social media is the appropriate communication channel and avoid posting any statement on social media if it is not intended for wide public distribution.

- There is less formality in social media environments so some relaxation of tone, punctuation and grammar may be appropriate. However, give your communications in social media the same attention as you do for other writing.

- Team members should be polite, and respect others' opinions, even in times of heated discussion and debate. Constructive criticism should only be offered after careful consideration.

Breach of Policy:

- Team Members who participate in social media deemed not to be in the best interest of the organisation may be subject to disciplinary action.

- *idec* will remove, or request the team member to remove, any material that is in breach of this policy.

Signed: _____   Dated: _____
                          Chief Executive Officer

This Policy is to be revised every two years (last revised 31/10/22)