

Social Media Policy

This Policy should be read in conjunction with the Telephone & Internet Policy, Workplace Surveillance Policy, and the Equal Employment Opportunity & Discrimination Policy.

At **[Insert Company Name]** ("The Company") we understand that the global interest and participation in social media networks (such as Facebook, Twitter, LinkedIn etc) is growing at a phenomenal rate and that the majority of our employees are involved within the social media community in some personal capacity. It is important for all employees of the Company to be aware that all information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. It is also important to remember that information posted on social network sites can be easily traced and is available on an ongoing basis.

This policy is designed to set down minimum standards regarding social media participation for all Employees during their employment with the Company.

The following guidelines should be followed by all Employees of the Company in relation to social media networks and participation within the online social media community:

- When participating in social media networks online or otherwise, Employees of the Company should ensure that personal comments do not bring the Company or any of its directors or Employees into disrepute.
- It is unacceptable to disparage the Company, its directors or Employees when participating in social media networks.
- **[Option One]** Employees of the Company should not participate in social media networks in such a way that negatively impacts upon their effectiveness and productivity at work. **[Option two]** Employees are not to access social media sites during working hours unless the use is directly related to the performance of duties required in the course of their employment.
- When participating in social media networks online or otherwise, Employees of the Company should not imply that any personal comments are endorsed in any way by the Company.
- When participating in social media networks online, Employees must not disclose confidential information obtained through employment with the Company.
- Employees of the Company should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other Employee, customer or client of the Company.

Breach of this policy will result in disciplinary action, up to and including termination of employment.

Signed:
Name:

Date:
Position:

If you require a Social Media policy that is customised to suit your business, please contact one of our workplace lawyers or workplace consultants for assistance on (02) 8030 8888.

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