

Instant

HR Policies and Procedures



*Incorporating
changes from
**Fair Work Act
2009***

*For Australian Small
and Medium Businesses*

www.heartharmony.com.au



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Blogging & Social Media

With the rise of new media, the ways ABCD employees can communicate are continually evolving. While this creates new opportunities, it also creates new responsibilities.

This policy applies to all ABCD employees and contractors who use the following social media:

- Social Networking sites (e.g.: Facebook, MySpace, LinkedIn Bebo, and others)
- Micro-blogging sites (e.g.: Twitter)
- Video & photo sharing sites (e.g.: Flickr, YouTube)
- Weblogs – including ABCD blogs, personal blogs, and blogs hosted by the media
- Forums & discussion boards such as Whirlpool, Yahoo! Groups or Google groups
- Online encyclopaedias such as Wikipedia

Remember, anything you post is accessible to anyone with a browser and is there forever. Our first and foremost rule is "Think before you post".

Under this policy, you agree that ABCD shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed or incurred due to any of your social media postings.

Please be aware that violation of this policy may result in disciplinary action up to and including termination.

What can you disclose?

You can disclose anything in the public domain – which means that if you've read it in the annual report, strategic plan or in a press release, you can talk about it.

Everything you talk about must be truthful, accurate and able to be substantiated.

What can't you disclose?

Generally common sense is your best guide (closely followed by our Code of Conduct) – but here are a few specifics.

You can't disclose:

- Non-public financial information
- Non-public technical information
- Personal information about individuals
- Confidential information of our customers or suppliers

You also can't discuss:

- Work related legal proceedings or controversies

You can't use:

- Our trademark or copyrighted logos in your post unless authorised to do so
- Other's materials without their express permission

Other bits you can't do:

- ABCD employees should not circulate postings they know are written by other ABCD employees without informing the recipient that the author of the posting is an ABCD employee.
- Suggest or imply you are speaking on behalf of ABCD unless you are authorised to do so.
- Work on your personal blog or social media during work hours.
- Online shopping (unless it's work related).

It's not just what you say ... it's how you say it.

Using social media and email it is very easy to put people off side as they miss the face to face social cues. That's why how you say what you are going to say is so important.

Remember to:

- Use spell check and proof read each post
- Disclose you are an ABCD employee and add a disclaimer "the views expressed on this post/blog are mine and do not necessarily reflect the views of ABCD." Unfortunately disclaimers may not be sufficient legal protection if your posts are found to be defamatory, harassing or in violation of any applicable law – so all posts are your legal responsibility.
- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of other opinions, even in times of heated discussion and debate;

- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Understand and comply when the company asks that topics not be discussed for confidentiality or legal reasons.

Other general bits & pieces

- Don't feel pressured to friend or follow co-workers, vendors or clients unless you want to. If you are uncomfortable with adding a contact – don't add him or her.
- Ensure your social posting or social video watching does not interfere with your work (particularly use of Twitter).
- Please don't read personal or non-industry blogs during company time.
- If you leave the employ of ABCD, you are required to delete all ABCD proprietary information, customer and supplier details from your social media sites.
- If you make a mistake, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so. Let your manager know about your mistake.
- **If it gives you pause, pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your manager. Ultimately, what you publish is yours—as is the responsibility. So be sure.

If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please contact your manager.