

Social Media Policy

1. Overview

Social media consists of software tools such as websites and applications that allow users to create and share content and to participate in social networking. Social media may include:

- 1.1 social networks, such as, Facebook and LinkedIn
- 1.2 media sharing networks, such as Snapchat, Instagram and YouTube
- 1.3 bookmarking and content curation networks, such as Pinterest
- 1.4 corporate networks, such as SharePoint and Skype
- 1.5 blogging networks, such as WordPress or newshub
- 1.6 micro-blogging networks, such as Twitter and Tumblr
- 1.7 discussion forums, such as speech bubble and Whirlpool
- 1.8 wikis, such as Wikipedia
- 1.9 online gaming networks, such as World of Warcraft and Second Life
- 1.10 sharing economy websites, such as Gumtree and Uber

Rules for functioning in an electronic world are the same as the normal standards, ethics and confidentiality policies employers and employees are expected to work by every day.

A social media (and blogging) policy prescribes how an organisation and its employees should conduct themselves online. It helps to safeguard the organisations reputation and encourages employees to responsibly consider the organisation and co-workers, clients and other stakeholders when interacting on social media.

Social media can become a complicated legal ground for issues such as copyright, privacy and also issues around bullying and harassment if not appropriately managed. Policies support to an extent, legal issues and security risks.

Include in a social media policy or elsewhere, instructions on what to do in the case of an inadvertent mistake, breach of legislation, reputation or malicious attack. Immediate reporting should be encouraged rather than penalised ensuring no recriminations for prompt reporting.

A social media policy also needs to clearly define the standards and protocols expected for both:

- user interactions on the business/organisations social media accounts on behalf of the business/organisation
- employee's personal use of other social media accounts where reference or implications to the business/organisation, co-workers or other stakeholders may be directly or indirectly affected

In business, social media is used to market products, promote brands, connect to current clientele and foster new business. The use of business and workplace social media has become a necessary daily activity.

Social Media Policy

2. Terminology

- 2.1 Social media** is the computer-based technology that facilitates the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.
- 2.2 Social media marketing** refers to the process of gaining traffic or attention through social media sites.
- 2.3 A social platform** is a web-based technology that enables the development, deployment and management of social media solutions and services. It provides the ability to create social media websites and services with complete social media network functionality.
- 2.4 A post** refers to any shared or created content put on social media.

3. Policy

Alliance Cleaning Pty Ltd are committed to active use of social media in all its positive and productive forms.

When accessing the *Alliance Cleaning Pty Ltd* internal social media networks, staff must use *Alliance Cleaning Pty Ltd* information communications technology (ICT) facilities in an acceptable manner according to this policy. Social media use should not interfere with work performance and productivity.

Alliance Cleaning Pty Ltd will not tolerate illegal and aggressive online behaviour in any form.

When using social media at work, staff are expected to:

- 3.1** be polite and respectful of the opinions of others at all times.
- 3.2** be mindful that others may not share the same sense of humour
- 3.3** not use *Alliance Cleaning Pty Ltd*, ICT resources to provide comments to any news media, politicians or lobby groups – always remain apolitical.
- 3.4** not access or engage with any material that is inappropriate or unlawful. This may include posts that are fraudulent, threatening, bullying, embarrassing, of a sexual nature, obscene, racist, sexist, defamatory or profane, whether obscured by symbols or not.
- 3.5** not use *Alliance Cleaning Pty Ltd*, ICT resources to post explicit or sexually suggestive messages.
- 3.6** not infringe another person's, *Alliance Cleaning Pty Ltd*, intellectual property rights.

Social Media Policy

4. Standards and Protocols

In a fast changing world good judgment in social media interaction needs to be exercised. The following standards and protocols apply without exception:

4.1 Using social media

Alliance Cleaning Pty Ltd encourage social media use but as an employee of this organisation and as an individual there is a need to make sure you are aware of the risks, particularly those that threaten *Alliance Cleaning Pty Ltd* reputation and that of your own.

4.2 The truth and the facts

- 4.2.1** Never misrepresent the facts in chat rooms and other online discussion forums,
- 4.2.2** Always quote the source of the fact,
- 4.2.3** Seek confirmation of facts before publishing on social media,
- 4.2.4** If it is your opinion and not a fact, then say so and attribute to yourself not to another person or *Alliance Cleaning Pty Ltd*.

You may be legally responsible for the content your post, so respect brands, trademarks and copyrights. Terms and conditions always assign a level of responsibility to the user. Before joining social media sites, read and ensure you are prepared to follow the terms and conditions of the site.

5. Disclosure of affiliations

If you talk online about work related matters that are within your area of job responsibility you must disclose your affiliation with *Alliance Cleaning Pty Ltd*.

On personal social media sites (not *Alliance Cleaning Pty Ltd*) unless you are specifically authorised to speak on behalf of *Alliance Cleaning Pty Ltd*, you must state that any views expressed are your own and do not represent *Alliance Cleaning Pty Ltd*.

5.1 Authority to represent the company social media accounts

- 5.1.1** To use *Alliance Cleaning Pty Ltd* social media accounts, logos and/or photo/video on behalf of *Alliance Cleaning Pty Ltd* you must be an approved user,
- 5.1.2** Never use someone else's access password to post as this is a misrepresentation of identity,
- 5.1.3** If you don't have your own password, you are not an authorised user. Request access via your line manager.

Social Media Policy

6. Posting social media content

Never publish, post or release negative, sensitive, private or confidential company information (e.g. unannounced events or internal issues) that could damage the organisation's reputation or breach legislative compliance.

Never post photos of or make negative comments about *Alliance Cleaning Pty Ltd* or employees and other stakeholders and do not share negative comments made by other persons.

7. Privacy

7.1 Respect *Alliance Cleaning Pty Ltd* privacy obligations under the jurisdictional laws.

7.2 Never give out personal information about co-workers (e.g. private and personal comments) or add personal information you see on social networking to other network sites. This could be construed as harassing, threatening, retaliatory or discriminatory.

7.3 Ensure your posts do not create a real or perceived conflict of interest with *Alliance Cleaning Pty Ltd*. This applies to accepting gratuities, making comments or advertising in conflict with *Alliance Cleaning Pty Ltd*.

If you think this policy may have been breached

If you notice inappropriate or unlawful content posted online relating to *Alliance Cleaning Pty Ltd* notify your line manager immediately providing as much information as you can about where/who/what has been posted.

If you inadvertently post a comment or make references that you believe in retrospect were inappropriate or unintended for the user audience, or you think you may have breached privacy legislation then:

1. Attempt to remove or delete the post immediately, or
2. Contact the social networking site and request it be removed, then
3. Contact *Ibrahim Al-Sadoon – Director Manager on 07 2103 4848* as soon as possible indicating what has happened. By notifying the company whilst you still retain some liability your honesty and quick response is taken into account should any further action be necessary.

Social Media Policy

8. Compliance to this policy

Compliance to this policy is mandatory and tested through *Alliance Cleaning Pty Ltd*, ICT testing software and other feedback mechanisms.

Failure to comply or report shall result in disciplinary action appropriate to the policy breach.

9. Legislative reference

Breaches of social media standard can impact on various legislations depending on the breach. For immediate avenues available to address these issues in Australia go to:

Office of the Australian Information Commissioner – general and privacy

<https://www.oaic.gov.au/individuals/>

Office of the eSafety Commissioner – cyber bullying

<https://www.esafety.gov.au/>

ThinkUKnow – personal cyber attacks

<http://www.thinkuknow.org.au/>

Australian Legislator	Breach Issues
Australian Human Rights Commission <ul style="list-style-type: none"> • Australian Human Rights Act 1985 + various supporting acts 	Discrimination, harassment, bullying or racially vilifying a person.
<i>Australian Privacy Commissioner</i> <ul style="list-style-type: none"> • <i>Privacy Act 1988</i> (Privacy Act) • Privacy Principles (APP) 	Breach of personal and private information
Australian Competition and Consumer Commission <ul style="list-style-type: none"> • Australian Competition and Consumer Act 2010 	False and misleading claims relating to businesses / organisations and associated products/services

Approved By: IBRAHIM AL-SADOON

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