

Social Media Policy

1. Overview

1.1 Social Media is the collective term referring to social and professional networking sites (for example Facebook, LinkedIn), microblogs (such as Twitter), blogs, wikis, boards and other similar online fora and the policy extends to all such sites and incorporates any future developments of such media.

1.2 The company recognizes that employees use social media tools as part of their daily lives. Employees should always be mindful of what they are posting, who can see it, and how it can be linked back to the organization and work colleagues.

1.3 All employees should be aware that the company regularly monitors the internet and social media in reference to its work and to keep abreast of general internet commentary, brand presence and industry/customer perceptions. The company does not specifically monitor social media sites for employee content on an ongoing basis, however employees should not expect privacy in this regard. The company reserves the right to utilize for disciplinary purposes any information that could have a negative effect on the company or its employees, which management comes across in regular internet monitoring, or is brought to the company's attention by employees, customers, members of the public, etc.

2. Purpose

The purpose of this policy is to outline the acceptable usage of social media by the employees.

3. Scope

This policy applies to employees, contractors, consultants and all other workers in the company and its subsidiaries, including all personnel affiliated with third parties.

4. Policy

4.1 All IT resources are the company's property dedicated to achieving our business objectives. Inappropriate use is not acceptable. Excessive social networking activity is not permitted. Personal use must not interfere with your work commitments.

4.2 Employees are prohibited from using or publishing information on any social media sites, where such use has the potential to negatively affect the company or its employees. Examples of such behaviour include, but are not limited to:

- 4.2.1 Publishing material that is defamatory, abusive or offensive in relation to any employee, manager, office holder, shareholder, customer or client of the company.
- 4.2.2 Publishing any confidential or business-sensitive information about the company.
- 4.2.3 Publishing material that might reasonably be expected to have the effect of damaging the reputation or professional standing of the company.
- 4.3 All employees must adhere to the following when engaging in social media.
- 4.3.1 Be aware of your association with the company when using online social networks. You must always identify yourself and your role if you mention or comment on the organisation. Where you identify yourself as an employee, ensure your profile and related content is consistent with how you would present yourself with colleagues and clients. You must write in the first person and state clearly that the views expressed are your own and not those of the organisation. Wherever practical, you must use a disclaimer saying that while you work for the organisation, anything you publish is your personal opinion, and not necessarily the opinions of the organisation.
- 4.3.2 You are personally responsible for what you post or publish on social media sites. Where it is found that any information breaches any policy, such as breaching confidentiality or bringing the organisation into disrepute, you may face disciplinary action up to and including dismissal.
- 4.3.3 Be aware of data protection rules – you must not post colleagues’ details or pictures without their individual permission. Photographs of company events should not be posted online. Employees must not provide or use their company password in response to any internet request for a password.
- 4.3.4 Material in which the organisation has a proprietary interest – such as documentation or other internal information – must not be transmitted, sold or otherwise divulged, unless the organisation has already released the information into the public domain. Any departure from this policy requires the prior written authorisation by the management.
- 4.3.5 Be respectful at all times, in both the content and tone of what you say. Show respect to your audience, your colleagues and customers and suppliers. Do not post or publish any comments or content relating to the organisation or its employees, which would be seen as unacceptable in the workplace or in

conflict with the organisation's website. Make sure it is clear that the views and opinions you express are your own.

4.3.6 Recommendations, references or comments relating to professional attributes, are not permitted to be made about employees, former employees, customers or suppliers on social media and networking sites. Such recommendations can give the impression that the recommendation is a reference on behalf of the organisation, even when a disclaimer is placed on such a comment. Any request for such a recommendation should be dealt with by stating that this is not permitted in line with organisation policy and that a formal reference can be sought through HR, in line with the normal reference policy.

4.3.7 Once in the public domain, content cannot be retracted. Therefore, always take time to review your content in an objective manner before uploading. If in doubt, ask someone to review it for you. Think through the consequences of what you say and what could happen if one of your colleagues had to defend your comments to a customer.

4.3.8 If you make a mistake, be the first to point it out and correct it quickly. You may factually point out misrepresentations, but do not create an argument.

4.3.9 It is very important that employees immediately report any inappropriate activity or behaviour regarding the organisation, its employees or third parties. Inform your supervisor or another member of management or your HR representative. All allegations made in good faith will be fully and confidentially investigated. You are required to cooperate with all investigations of alleged policy violations.

4.4 In addition to the above rules, there are a number of key guiding principles that employees should note when using social media tools:

4.4.1 Always remember on-line content is never completely private.

4.4.2 Regularly review your privacy settings on social media platforms to ensure they provide you with sufficient personal protection and limit access by others.

4.4.3 Consider all online information with caution as there is no quality control process on the internet and a considerable amount of information may be inaccurate or misleading.

4.4.4 At all times respect copyright and intellectual property rights of information you encounter on the internet. This may require obtaining appropriate permission to make use of information. You must always give proper credit to the source of the information used.

4.5 This policy extends to future developments in internet capability and social media usage.

5. Policy Compliance

5.1 Compliance Measurement

The company will verify compliance to this policy through various methods, including but not limited to, business tool reports, internal and external audits, and feedback to the policy owner.

5.2 Exceptions

Any exception to the policy must be approved by the policy owner in advance.

5.3 Non-Compliance

An employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.