

SOCIAL MEDIA POLICY AND GUIDELINES

Purpose

To establish guidelines and provide staff (including labour hire employees), volunteers and contractors with clear parameters on the network access, and outside work usage, of online social networking.

To prevent the image and people of CTC and its stakeholders, being negatively impacted by online social networking activities and to prevent the misrepresentation of CTC and its stakeholders.

To ensure all users of CTC's Information Systems are aware of their personal accountabilities and the consequences of misusing online social networking.

Scope

This policy applies to all users contracted to provide services on behalf of CTC including both employees (internal staff, labour hire staff as well as apprentices & trainees employed through CTC) and non-employees (volunteers, contractors, participants & students) as well as all other users of CTC's Information Systems.

Definitions

Social networking media refers to any online tools or functions that allow people to communicate via the internet. This consists of websites and applications that allow users to create and share content and to participate in social networking.

Social media may include, but is not limited to:

- social networking (e.g. Facebook, LinkedIn, Yammer, Snapchat)
- video and photo sharing apps (e.g. Instagram, YouTube, Vine, Pinterest)
- blogs, including corporate blogs and personal blogs, Tumblr
- blogs hosted by media outlets (e.g. comments or your say feature)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vod and podcasting
- online multiplayer gaming platforms
- instant messaging (including SMS, WhatsApp, Viber)
- geo-spatial tagging (Foursquare, Yelp)

Guidelines on Using Social Media

Overview

CTC recognises that users may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities.

All users should however, recognise the potential for damage to be caused (either directly or indirectly) to CTC in certain circumstances via their personal use of social media when an individual can be identified as an employee/non-employee connected to CTC. Accordingly, users should comply with this policy to ensure that the risk of such damage is minimised.

All users are personally responsible for the content they publish in a personal capacity on any form of social media platform. When in doubt, users should seek guidance on how to comply with the following obligations.

Where comments or a profile can identify an individual as an employee/non-employee of CTC, users must:

- only disclose and discuss publicly available information.
- ensure that all content published is accurate and not misleading and complies with all relevant policies.
- expressly state on all postings (identifying an individual as an employee/non-employee of CTC) the stated views are their own and are not those of the company.
- be polite and respectful to all people they interact with.
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and CTC's Privacy Policy.

Users must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise unlawful.
- imply that they are authorised to speak as a representative of the Company, nor give the impression that the views they express are those of the Company.
- use company email address or any company logos or insignia.
- use the identity or likeness of another employee/non-employee, contractor or other member of the organisation.
- use or disclose any confidential information obtained in their capacity as an employee/non-employee of the Company.
- imply they are authorised to speak on behalf of the Company, or give the impression that any views they express are those of the organisation.
- use company email address or any logos or insignia that may give the impression of official support or endorsement of their personal comment.
- use or disclose any confidential information or personal information obtained in their capacity as an employee/non-employee of the department.
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or non-employee of CTC.
- make any comment or post any material that might otherwise cause damage to CTC's reputation or bring it into disrepute.

Reasonable and unreasonable personal use

When accessing social media via the organisation's internet and intranet systems, you must do so in accordance with any relevant Internet and Email Usage Policies, which require you to use these resources 'reasonably', in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- re-tweeting content from CTC's account on a personal Twitter account.

- accessing and posting comments on the network within Yammer (microblog service).
- updating Facebook status and posting messages during a lunch break.

Unreasonable use:

Company resources should not be used to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.

It is not acceptable to spend hours using social media that is not work related during business hours.

Guidance for navigating legal issues

The following is offered as general guidance to assist users in complying with the obligations set out in this policy. When in doubt, seek further guidance from a relevant manager.

Privacy, confidentiality and information security

- Users should only use personal information obtained in the course of their employment/engagement with the organisation in a manner consistent with the CTC Privacy Policy.
- Users should not publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature.

Copyright

Users should respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.

Harassment and bullying

CTC's Harassment policy applies online and in the physical workplace.

Workplace bullying and harassment includes any bullying or harassing comments employees/non-employees make online, even on their own private social networks or out of office hours.

Abusive, harassing, threatening or defaming postings are in breach of the organisation's Harassment policy, and may result in disciplinary action being taken.

All users are expected to treat their colleagues with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

Defamation

Users should refrain from publishing material that may cause injury to another person, organisation, association or company's reputation, and should seek further guidance if the publication of such material is thought to be necessary.

Offensive or obscene material

Material may be offensive or obscene and may interfere relevant online classification laws if it is pornographic, sexually suggestive harassing, hateful, racist, sexist, abusive or discriminatory.

Breaches of the social media policy

This policy and all other relevant documents set out the rules which must be complied with when using social media. This policy is a direction to all users by CTC. You must comply with this policy at all times.

One of the ICT and Marketing and Communications' roles is to monitor social media and manage CTC's reputation online. Where necessary, a representative may contact a user to discuss their online behavior. In some cases, they may also contact the relevant Manager.

In situations where a user's online behavior potentially breaches this policy, the issue will be referred to the General Manager and/or People and Performance for investigation and action.

Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of the law.

Those who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.