



SITE SERVICES
HOLDINGS

SOCIAL MEDIA POLICY

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1. PURPOSE

Site Services Holdings and its subsidiaries 'the Company' has and continues to harness the power of social media to build our business and communicate with our customers, suppliers and the market.

We also understand that staff utilise social media in their day-to-day lives. As such, this policy deals with two topics:

- Social media usage at work to build and promote our business; and
- Social media usage during and outside of work hours whilst employed at the Company.

This policy addresses the risks presented by the use of social and digital communications and is a guide as to what we consider to be appropriate use of these communication channels.

It is important that all staff:

- Understand how to use social media and other digital communications in a professional context;
- Understand how to comply with this policy;
- Understand the risks of misusing social media and the damage it can cause (both personally and professionally); and
- Understand that you can be held accountable for any damage done to the Company through misuse of social media.

1.1. What is social media?

Social media includes digital communication channels including but not limited to blogging websites, Facebook, Flickr, Twitter, Instagram and YouTube. Digital communication includes any communication with an audience using a digital medium that has the potential to be viewed by or shared with a wider audience. Examples are radio and television broadcasting, and any short messaging service (SMS).

1.2. What are our expectations of you?

The Company expects that:

- You carefully consider if your online presence aligns with our values;
- You do not identify yourself as an employee of the Company without prior permission and especially if your online presence does not align with our values;
- If you are given permission to identify as an employee of the Company online, you do not say or do anything that is likely to bring the Company into disrepute;



- You do not imply that the Company endorses your personal views; and
- You do not disclose Confidential Information obtained through your work with the Company.

2. SCOPE

This policy applies to all of the Company's workplace participants, including:

- Employees (including casuals, fixed-term, part-time and full-time employees);
- Ex-employees in relation to Confidential Information;
- People providing services to the Company on a contractual basis (e.g. consultants, contractors etc.); and
- Others (including graduates, interns, students and volunteers).

3. OVERVIEW

You must not disclose Confidential Information or any other information, especially information which could result in liability or embarrassment to you (in your capacity as an employee), other employees of the Company or the Company itself.

3.1. What is confidential information?

Confidential Information means all information of the Company that is of a confidential, commercially sensitive or private nature (whether or not it is marked as 'confidential'), and specifically includes (without limitation):

- a) Business operational plans or strategies;
- b) Marketing plans or strategies;
- c) Intellectual or other property;
- d) Inventions and discoveries (whether or not patentable);
- e) All information relating to actual or prospective customers, suppliers, affiliates and competitors (and associated lists);
- f) All information relating to any arrangements between the Company and its actual or prospective customers, affiliates and suppliers;
- g) All information relating to sites owned by Company or its clients including without limitation photographs and videos taken at such sites;
- h) Trade secrets;
- i) Financial information; and
- j) Scientific, technical, product and service information.



3.2. Permissions

You must not disclose, share or quote Confidential Information including images, photographs or videos unless express prior approval is given by the Managing Director or General Manager prior to the release of such information.

You must not take, share or disclose images or any other information relating to a customer, colleague or the Company without the express prior approval of either the customer or colleague concerned AND the Company.

Only staff given express permission can communicate on behalf of the Company.

3.3. Legal Obligations

It is illegal to plagiarise. You must respect the principles of fair use and copyright laws.

You must comply with the terms of use of any websites, as well as abide by all other relevant laws including, but not limited to copyright, defamation, discrimination, harassment and privacy.

When it is necessary to identify yourself as an employee of the Company, you must ensure all representations are accurate, not misleading and comply with your employment obligations. Where you are sharing your opinion you must expressly state that it is your opinion, and not that of the Company.

3.4. Integrity

Due consideration must be given to the effect that any comments or online material can have on the reputation of yourself, others and the Company.

Speak and comment respectfully. Make every effort to maintain professional integrity at all times. If you cannot do this, do not comment.

3.5. Bullying, Discrimination, Harassment and Slanderous Comments

You must not post material that is defamatory, discriminating, harassing, hateful, obscene or threatening to another person or entity, including in relation to the Company, its staff, contractors, partners, competitors or other business-related individuals or organisations.



Publishing comments, images or other information that could be construed as bullying, discrimination, harassment or slander is unacceptable and will be treated as such regardless of which communication channel such comments occur in.

3.6. Security

All staff must ensure the security of their social media profiles and regularly monitor their profiles so that if there is a security breach it can be dealt with quickly.

We encourage staff to:

- Be aware of profile security and permissions with whatever social media you are using and where available use controls to sensibly restrict access to information; and
- Use a secure system when accessing social media sites outside of the workplace.

Please note that you must notify your Manager in the event of a breach of security. Users should also notify their Manager if they have concerns that they are not in accord with this policy or if they are unsure of the requirements.

3.7. Photographs and Videos

You must not take pictures, images or videos on work premises that would likely bring the Company into disrepute or if specified by the Company or client that it is not allowed (including sites owned by the Company or its clients nor that depict Company property).

3.8. Breach of Policy

If you feel that someone has inappropriately commented about the Company, a staff member, or any other stakeholder of the Company, print the page if possible and immediately report the occurrence to your Manager or HR representative.

If you feel that an individual is using digital media such that it is negatively affecting productivity, your work environment, or the brand and image of the Company, please discuss this with your manager or a HR representative.

If you do not comply with this policy, you may face disciplinary action. At its most extreme, this could result in termination of employment. If you break the law, you may also be personally liable. If you have any questions about using social media please do not hesitate to speak with your manager at the Company



4. VARIATION

Site Services Holdings reserves the right to vary, replace or terminate this policy at any time. This policy will be reviewed, revised and republished where necessary to ensure it remains relevant and appropriate to our group's activities.