

# SOCIAL MEDIA POLICY

## 1. Social media policy

- 1.1. The Social Media Policy ('Policy') relates to Wilurarra Creative ('Wilurarra') and related entities and, where relevant, operates in conjunction with the Internet, Email and Computer Use Policy and the Contract of Employment or contract for service.

## 2. Commencement of policy

- 2.1. This Policy will commence from 01/07/17. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

## 3. Scope

- 3.1. The Policy relates to all full-time, part-time and casual employees of Wilurarra and related entities, as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Wilurarra workplace.
- 3.2. The Policy also applies to Wilurarra Employees and Wilurarra Contractors' participation in social media inside or outside of any Wilurarra workplace and includes use of an Employee's own device.
- 3.3. The Policy does not form part of any contract of employment with Wilurarra. Nor does it form part of any contract for service with Wilurarra.

## 4. Definitions

- 4.1. In this Policy:
  - a. 'Blogging' means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
  - b. '*Confidential information*' includes but is not limited to trade secrets of Wilurarra; non-public information about the organisation and affairs of Wilurarra such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from Wilurarra or obtained in the course of working or providing services to Wilurarra that is by its nature confidential.
  - c. 'Computer' includes all laptop computers and desktop computers.
  - d. 'Hand held device' includes all such devices which are used by Wilurarra Employees and Wilurarra Contractors, inside and outside working hours, in the workplace of Wilurarra (or a related corporation of Wilurarra) or at any other place. Such devices include, but are not limited to, mobile phones, smart phones, tablets, other handheld electronic devices, and similar products, and any other device used to access social networking sites or a social media platform.

# SOCIAL MEDIA POLICY

- e. 'Intellectual property' means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all confidential information and including know-how and trade secrets.
- f. 'Person' includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
- g. 'Social networking site' and 'Social media platform' includes but is not limited to Facebook, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, 'Wikis' (e.g. Wikipedia) and other similar sites.

## 5. Representing Wilurarra in social media

- 5.1. In consideration of the type of business of Wilurarra, any comments about or in connection with Wilurarra made in a Social media platform must be factual and consistent information with Wilurarra's goals and objectives. This means protecting commercially sensitive information in accordance a Wilurarra's Employee's contract of employment and a Wilurarra Contractor's contract for service.
- 5.2. All Wilurarra Employees and Wilurarra Contractors are restricted from making comments on behalf of Wilurarra or use Wilurarra's branding (including the logo) in any Social media platform unless otherwise authorised.
- 5.3. Wilurarra recognises that circumstances may arise in which Wilurarra Employees and Wilurarra Contractors make mention of Wilurarra in social media.
- 5.4. Unless authorised by Wilurarra, any comments made by Wilurarra Employees and Wilurarra Contractors must contain a disclaimer that they are not representing Wilurarra and do not have authority to speak on behalf of Wilurarra and the views of the Wilurarra Employee/ Wilurarra Contractor do not represent the views of Wilurarra.

## 6. Acknowledgement

- 6.1. All Wilurarra Employees and Wilurarra Contractors acknowledge that:
  - a. they are not to make comments which might reflect negatively on Wilurarra's reputation or make deliberately false or misleading claims about Wilurarra, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Wilurarra Employee or Wilurarra Contractor to correct the statement;
  - b. they must not disclose confidential or commercially sensitive information about Wilurarra including Wilurarra's confidential information or intellectual property. This obligation continues after the employment or engagement ceases;
  - c. they must not endorse or cite any client, partner or supplier of Wilurarra without the explicit prior permission of the Director; they must observe the relevant privacy, defamation and copyright laws; and they must comply with relevant discrimination laws and Wilurarra policies that relate to discrimination and harassment.

# SOCIAL MEDIA POLICY

## 7. Material posted by others

- 7.1. Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage the Wilurarra reputation.
- 7.2. If you become aware of any such material which may damage Wilurarra or its reputation, you must immediately notify the Director on 8954 0125.

## 8. External social media platforms

- 8.1. When using external Social media platforms, including, but not limited to social networks and blogging sites, Wilurarra Employees and Wilurarra Contractors should not disparage or make adverse comments about Wilurarra, any Wilurarra Employee or any Wilurarra Contractor. This includes where such comments are made whilst a Wilurarra Employee or Wilurarra Contractor is contributing to a Social media platform using a Wilurarra computer and internet resources and similarly whilst using a non- Wilurarra computer or hand held device.
- 8.2. If it comes to Wilurarra's attention that a Wilurarra Employee or Wilurarra Contractor has made inappropriate and/or unauthorised comments about Wilurarra or a Wilurarra Employee or Wilurarra Contractor, Wilurarra may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a social media platform made whilst using Wilurarra computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about Wilurarra, a Wilurarra Employee or Wilurarra Contractor via a non-Wilurarra computer or hand held device.

## 9. Wilurarra employees' and Wilurarra contractors' responsibilities

- 9.1. Wilurarra Employees and Wilurarra Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Wilurarra and its products and services to the Director.

## 10. Warning

- 10.1. Apart from the potentially adverse effects a blog or social networking entry may have on Wilurarra, inappropriate blogs on internal or external sites can also have adverse consequences for a Wilurarra Employee or Wilurarra Contractors in terms of future career prospects, as the material remains widely and permanently accessible to other site users.
- 10.2. Wilurarra may use and disclose an Employee's social media posts where that use or disclosure is:
  - a. for a purpose related to the employment of any employee or related to Wilurarra's business activities; or
  - b. use or disclosure to a law enforcement agency in connection with an offence; or use or disclosure in connection with legal proceedings; or
  - c. use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.
- 10.3 While users are permitted to use Wilurarra's computer network for limited and reasonable personal use, Employees must be mindful that any information (personal or other) they disclose while using Wilurarra's computer network may be used and/or disclosed as provided for in clause 10.2 above. An Employee is taken to have consented to the

# SOCIAL MEDIA POLICY

use and disclosure of any information (personal or otherwise) that is disclosed during personal use of Wilurarra's computer network.

## **11. Consequences of breaching the social media policy**

10.4 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for Wilurarra Contractors, the termination or non-renewal of their contract for service).

## **12. Wilurarra contact**

12.1. Any questions about this Policy should be directed to Director 8954 0125.

## **Variations**

Wilurarra reserves the right to vary, replace or terminate this Policy from time to time.

## **Acknowledgement**

I acknowledge:

- receiving the Social Media Policy;
- that I should comply with the Policy; and
- that there may be disciplinary consequences if I fail to comply, which may result in the termination of my employment.

Employee Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_