



Social Media Policy and Procedure

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ALC Policy	
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Contact Person	Amanda Strange Human Resource Manager
Authorisation	Mark Hewitt Chief Executive Officer
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1. POLICY STATEMENT

ALC accepts that the use of social media can be an effective business and social tool and that such media is commonly used by ALC employees and contractors to express their views, comments, ideas and criticism on a whole range of issues. It is essential that you understand that comments you make via social media platforms are as public as if you were making the same comments to the media or at a public forum.

2. PURPOSE

The purpose of this policy is to set standards of behaviour for the use of Social Media that are consistent with the broader values and expectations of ALC.

3. SCOPE

3.1 The Policy relates to all full-time, part-time and casual employees of ALC ("ALC Employees"), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the ALC workplace ("ALC Contractors").



3.2 The Policy also applies to ALC Employees and ALC Contractors' participation in social media inside or outside of any ALC workplace.

3.3 The Policy does not form part of any contract of employment with ALC. Nor does it form part of any contract for service with ALC.

4. RESPONSIBILITIES

4.1 ALC Employees and ALC Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about ALC and its products and services to the Chief Executive Officer.

5. DEFINITIONS

In this Policy:

"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.

"Confidential Information" includes but is not limited to trade secrets of ALC; non-public information about the organisation and affairs of ALC 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 procedural documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from ALC or obtained in the course of working or providing services to ALC that is by its nature confidential.

"Computer" includes all laptop computers and desk top computers.

"Hand held device" includes all such devices which are used by ALC Employees and ALC Contractors, inside and outside working hours, in the workplace of ALC (or a related corporation of ALC) or at any other place. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDAs, iPhones, tablets, iPads,



other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.

“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.

“Person” includes any individual 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.

“Social Networking Site” and “Social Media Platform” includes but is not limited to Facebook, My Space, Bebo, Friendster, 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.

6. REPRESENTING ALC IN SOCIAL MEDIA

6.1 In consideration of the type of business of ALC, any comments made in a Social Media Platform must be factual and consistent information with ALC’s goals and objectives. This means protecting commercially sensitive information in accordance an ALC Employee’s contract of employment and an ALC Contractor’s contract for service.

6.2 All ALC Employees and ALC Contractors are restricted from making comments on behalf of ALC or use ALC’s branding (including the corporate logo, internal logo and registered trademarks) in any Social Media Platform unless otherwise authorised.

6.3 Only the following ALC Employees are authorised to speak on behalf of ALC on Social Media Platforms:

6.3.1 Chairman

6.3.2 Chief Executive Officer

6.4 ALC recognises that circumstances may arise in which ALC Employees and ALC Contractors make mention of ALC in social media.

6.5 Unless authorised by ALC, any comments made by ALC Employees and ALC Contractors must contain a disclaimer that they are not representing ALC and



do not have authority to speak on behalf of ALC and the views of the ALC Employee/ALC Contractor do not represent the views of ALC.

6.6 Once authorised to comment as an ALC representative, you must:

- a) disclose you are an employee/contractor of the department, and use only your own identity, or an approved official account or avatar;
- b) disclose and comment only on information classified as public domain information;
- c) ensure that all content published is accurate and not misleading and complies with all relevant departmental and WoVG policies;
- d) ensure you are not the first to make an announcement (unless specifically given permission to do so);
- e) comment only on your area of expertise and authority;
- f) ensure comments are respectful of the community in which you are interacting online;
- g) 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 the department's Personal Information Policy;

6.7 If you are authorised to comment as a department representative, you must not:

- a) post or respond to 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;
- b) use or disclose any confidential or secure information; and
- c) make any comment or post any material that might otherwise cause damage to the Department's reputation or bring it into disrepute.



7. ACKNOWLEDGEMENT

7.1 All ALC Employees and ALC Contractors acknowledge that:

- 7.1.1 They are not to make comments which might reflect negatively on ALC's reputation or make deliberately false or misleading claims about ALC, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the ALC Employee or ALC Contractor to correct the statement;
- 7.1.2 They must not disclose confidential or commercially sensitive information about ALC. This obligation continues after the employment or engagement ceases;
- 7.1.3 They must not endorse or cite any client, partner or supplier of ALC without the explicit prior permission of the Chief Executive Officer;
- 7.1.4 They must observe the relevant privacy, defamation and copyright laws; and
- 7.1.5 They must comply with relevant discrimination laws and ALC policies that relate to discrimination and harassment.

8. MATERIAL POSTED BY OTHERS

8.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage the ALC's reputation.

8.2 If you become aware of any such material which may damage ALC or its reputation, you must immediately notify your manager or Chief Executive Officer on 89874040.

9. EXTERNAL SOCIAL MEDIA PLATFORMS

9.1 When using external Social Media Platforms, including, but not limited to social networks and blogging sites, ALC Employees and ALC Contractors should not disparage or make adverse comments about ALC, any ALC Employee or any ALC Contractor. This includes where such comments are made whilst a ALC Employee or ALC Contractor is contributing to a Social Media Platform using a ALC computer and internet resources and similarly whilst using a non-ALC computer or hand held device.

9.2 Comments made by an ALC Employee, ALC Contractor should not offend the Groote Eylandt community or go against ALC's goals and objectives.



9.3 ALC Employees and ALC Contractors should be aware that, in accordance with the Internet Policy, internet usage is continuously logged and archived by ALC for monitoring purposes, on an ongoing basis.

9.4 If it comes to ALC's attention that an ALC Employee or ALC Contractor has made inappropriate and/or unauthorised comments about ALC or an ALC Employee or ALC Contractor, ALC 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 ALC computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about ALC, a ALC Employee or ALC Contractor via a non-ALC computer or hand held device.

10. PERSONAL USE OF SOCIAL MEDIA

10.1 The ALC recognises that you may wish to use social media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

10.2 You should recognise the potential for damage to be caused (either directly or indirectly) ALC in certain circumstances via your personal use of social media when you can be identified as an ALC employee. Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

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

10.4 Where your comments or profile can identify you as an ALC employee,

10.4.1 You must:

- a) only disclose and discuss publicly available information;
- b) ensure that all content published is accurate and not misleading and complies with all relevant ALC policies;
- c) expressly state on all postings (identifying you as an ALC employee) the stated views are your own and are not those of the ALC;
- d) be polite and respectful to all people you interact with; and
- e) 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.

10.4.2 You must not:

- a) 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;
- b) imply that you are authorised to speak as a representative of the ALC, nor give the impression that the views you express are those of ALC;
- c) use their ALC email address or any ALC logos or insignia;
- d) use the identity or likeness of another employee, contractor or other member of the ALC; and
- e) use or disclose any confidential information obtained in your capacity as an employee/contractor of the ALC;
- f) imply you are authorised to speak on behalf of the ALC, or give the impression that any views you express are those of the ALC;
- g) use your ALC email address or any ALC logos or insignia that may give the impression of official support or endorsement of your personal comment;
- h) use or disclose any confidential information or personal information obtained in your capacity as an employee/contractor of the ALC;
- i) post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee/contractor of the ALC; and
- j) make any comment or post any material that might otherwise cause damage to the ALC's reputation or bring it into disrepute.

10.5 When accessing social media via the department's Internet, intranet and extranet systems, you must do so in accordance with the ALC's Internet and Email Usage Policy, which requires you to use these resources 'reasonably', in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

10.6 ALC 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.

10.7 You should not use the ALC's Internet and computer resources to provide comments to journalists, politicians and lobby groups other than in the course of their official duties.

10.8 It is not acceptable to spend hours using social media that is not related to your work.

11. CONSEQUENCES OF BREACHING THE SOCIAL MEDIA POLICY

11.1 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.

12. SUPPORTING DOCUMENTATION & RELATED MATERIAL

Policies

Internet, Email and Computer Use Policy
Contract of Employment or Contract for Service
Code of Conduct
Respectful Treatment in the Workplace

References

Charter of Human Rights and Responsibilities Act 2006
Information Privacy Act 2000
Public Administration Act 2004
Equal Opportunity Act 2010