

Policy Name: Social Networking

Policy Number: 4.10

Date: February 2023

POLICY STATEMENT:

JC Steele realises that employees are enriched by participating in various platforms of social media. These applications also present great opportunities for business in the areas of public relations, internal and external communications, recruitment, organisational learning and collaboration. When an employee of JC Steele clearly identifies their association with JC Steele, for example their job title on their Facebook page or discusses their work, they are expected to behave appropriately and in ways that are consistent with the JC Steele core values and behaviours.

The intention of this policy is not to stop employees from conducting legitimate activities on social media and the internet but serves to flag those areas in which conflicts can arise.

JC Steele fully respects the legal rights of our employees. In general, what you do on your own time is your affair, however, activities in or outside of work that affect your job performance, the performance of others, or the JC Steele company interests or reputation are a proper focus this policy.

For the purposes of this document, 'Social Networking' refers to a variety of online communities like blogs, social networks, chat rooms and forums as well as social media platforms such as Instagram and Facebook.

JC Steele may participate in a variety of platforms: LinkedIn, Instagram, Facebook, YouTube etc. these are subject to ongoing review for general business use. The purpose of this policy is to address two different elements: one, the use of personal social media at work and two, representation of JC Steele through social media.

PROCEDURES:

- a. **Protecting confidential and proprietary information** - Be thoughtful about what you publish or post on public platforms. You must make sure you do not disclose or use JC Steele confidential or proprietary information in any online social computing platform. If unsure what constitutes confidential or proprietary information, please seek permission before posting. Examples include positing someone's picture, publishing details of a conversation that was meant to be private or contains details of JC Steele's business.
- b. **Brand Protection** – All social media posts must be reflective of the JC Steele brand personality by way of style, content, images, tone/language etc. The Managing Director must provide approval prior to any content being published online.

- c. **JC Steele business performance** - You must not comment on confidential information such as future business performance, business plans or prospects, JC Steele or its client details or financial results.
- d. **Confidentiality** - as an employee of JC Steele there is an inferred trust and expectation that you will not harm the business in any way and this extends to not 'trash talking' the company, any client or employee of any client or any person who works for JC Steele in any capacity on any social media or internet site.
- e. **Representation** – no employee is permitted to make any comments online in any social media (or any other media) or other online platform where they appear to be making comments on behalf of the company, unless they are authorised to do so by the Managing Director. Authorised administrators of the JC Steele social media accounts may be added by the Managing Director. These employees are required to exercise caution and good judgment when publishing online content. The following guidelines must be considered before posting any comment via any platform:
 - i. Treat others with dignity
 - ii. Respect others' privacy
 - iii. Avoid posting material that is defamatory, obscene, profane, threatening, abusive, harassing or targeted toward any person or entity within the organization and its leadership, customers, suppliers and competitors
 - iv. Be respectful, polite and patient when engaging in conversations on JC Steele's behalf. Exercise caution when making declarations or promises to customers and stakeholders
 - v. Avoid speaking on matters outside your field of expertise
 - vi. Avoid deleting or ignoring comments particularly those of a negative persuasion. It is preferred that JC Steele employees take the time to respond and where necessary restore consumer/client confidence
 - vii. Never post discriminatory, offensive or libellous content or commentary
 - viii. Correct or remove misleading or false content as quickly as possible

Failing to follow these guidelines may be considered to be serious misconduct, which will be subject to disciplinary action up to and including termination of employment.

- f. **Appropriate Online Activity** – JC Steele encourages all employees to engage with our company pages online and to share any information that is already in the public domain, eg: information about new products, events, achievements etc.
- g. **Employee Engagement** All employees are strongly encouraged to personally follow the various social media accounts maintained by JC Steele across all platforms. This includes liking, sharing/re-posting and commenting on posts regularly.

However, when commenting, please ensure you demonstrate respect at all times and following the representation guidelines contained above.

- h. **Productive Work** – all employees are expected to engage in productive work tasks during working hours. Interaction on social media while working is not permitted unless it is a bona fide business requirement. Updating of LinkedIn profiles for business engagement is allowed as is engaging with business posts or undertaking social media activities as a requirement of your role.

Engaging in activities that are contrary to this policy may lead to disciplinary action up to and including termination of employment.