

 PO Box 3407 Toowoomba QLD 4350	HR POLICY	Newlands Civil Construction Pty Ltd ABN 41 133 339 778
	SOCIAL MEDIA	Newlands Commercial Construction Pty Ltd ABN 64 166 350 563

Authorised By: B O'Sullivan

HR-POL-048

Version: Jan 2018

Page: 1 of 2

1. Purpose

This Policy relates to social media use at NCC and provides guidance for all employees and external contractors on their professional and personal use of social media. NCC embraces social media as an important tool for stakeholder engagement. NCC encourages its employees and those representing NCC to use social media in a personal capacity as a way to reach out and develop their personal and professional networks.

NCC employees and those representing NCC must take care to clarify whom they are representing when using social media. They must take responsibility for the accuracy and appropriateness of what they say in any social media communications which reference NCC or NCC related activities, or from which communications NCC could be reasonably identified.

2. Scope

This Policy applies to all NCC employees and contractors.

3. Policy

3.1 Social Media for Business Purposes

3.1.1 You must have approval from the Top Management before you are permitted to represent NCC on social media channels by communicating ('posting') on social media sites on NCC behalf. When you post information or material ('content') on social media sites on behalf of NCC you must:

- (a) Ensure that the content you post is factually accurate and complies with relevant NCC policies;
- (b) Ensure that the content you post does not constitute legal advice or fall outside of your area of knowledge or expertise;
- (c) Ensure that the content you post is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including NCC, its employees, contractors, partners, competitors and/or other business related individual or organisations;
- (d) Ensure that the content you post is not confidential or commercial sensitive to NCC, its employees, contractors, partners, competitors and/or other business related individual or organisations, or otherwise inappropriate via these channels;
- (e) Ensure that the content you post does not include another person's personal information without their express written consent;
- (f) Ensure the content you post does not breach applicable legislation including laws relating to copyright, privacy, financial disclosure, discrimination/equal opportunity and defamation;
- (g) Be respectful of all individuals and communities with whom/which you interact online;
- (h) Be polite and respectful of others' opinions.
- (i) Permitted posts relating to NCC activities via social media channels will generally be, part of a marketing strategy or a specific strategy targeting stakeholders or communicating with customers/employees etc.

3.2 Social Media for Personal Purposes

3.2.1 NCC acknowledges that, generally, activities carried on outside of your employment are your own affair. However, activities that impact on or affect your job performance, the performance of others or NCC business interests or reputation or those of its customers or clients are a proper focus for NCC Policy. Accordingly, in your personal use of social media you must follow these guidelines:

- (a) You must not refer to NCC or its employees, subcontractors or clients in a derogatory or negative manner;
- (b) If you cite NCC in your employment or professional profiles you must ensure that the information is accurate and up to date;
- (c) You must not 'tag' or identify as relating to NCC, any images or videos taken at NCC events and social occasions, without prior written approval from senior management. This will include, for example, photographs of clients events in which NCC logo is visible;
- (d) If you have a personal blog and wish to post content referring to NCC or from which NCC could be reasonably identified you must ensure that senior management approve the content before you post;
- (e) You must not represent any social media posts as being the views of NCC without consent of senior management;

 PO Box 3407 Toowoomba QLD 4350	HR POLICY	Newlands Civil Construction Pty Ltd ABN 41 133 339 778
	SOCIAL MEDIA	Newlands Commercial Construction Pty Ltd ABN 64 166 350 563

Authorised By: B O'Sullivan

HR-POL-048

Version: Jan 2018

Page: 2 of 2

- (f) You must not engage in conduct online that is likely to bring NCC into disrepute or otherwise damage its interests;
- (g) You must not engage in conduct that would breach any Policy of NCC including but not limited to policies proscribing discrimination, harassment and bullying;
- (h) Using social media platforms for personal purposes during work hours must be kept to a reasonable minimum and limited to breaks only.

4. Definitions

4.1 **Social Media** – for the purpose of this Policy, 'social media' means websites and internet based applications used for social networking/interaction, sharing information/content and creation of communities through online networks of people. Examples of social media to which this Policy relates includes the following:

- 4.1.1 Social networking sites e.g. Facebook, LinkedIn, Twitter;
- 4.1.2 Video and photo sharing sites e.g. YouTube, Flickr;
- 4.1.3 Weblogs including both corporate and personal blogs;
- 4.1.4 Forums and discussion boards;
- 4.1.5 Online encyclopedias such as Wikipedia;
- 4.1.6 Any other websites that allow individual users or companies to use simple publishing tools.

5. Responsibilities

If you notice inappropriate use or unlawful content online relating to NCC, or content that may otherwise have been published in breach of this Policy, you should report the circumstances to your supervisor.

Depending on 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.

NCC Top Management assume the ultimate responsibility for Quality, Safety and Environmental requirements and core business practices in the workplace. NCC Senior Management plan, manage, monitor, review, and direct actions and allocate resources to support workers at every level to identify hazards, assess, control and evaluate risk in all areas of NCC operations.



Barry C O'Sullivan
 Director
 Newlands Civil Construction Pty Ltd AND
 Newlands Commercial Construction Pty Ltd

4 January 2018