



Group Social Media Policy

Policy Level: 2

Accountable Executive: General Manager, Human Resources Postal Services

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Statement of Policy

Overview

This policy and the guidelines set out Australia Post Group's (APG) expectations of workplace participants when using Social Media and what workplace participants can expect from APG.

This policy will strengthen the interaction of existing policies, such as Our Ethics and the Harassment, Discrimination and Bullying Policy and guidelines for the management and inappropriate use of Social Media.

Rationale & Scope

The Social Media Policy is designed to recognise the value of Social Media and provides some rules to assist staff in using Social Media appropriately. It aims to ensure:

- All staff are aware of the policy, APG's expectations and the possible consequences of posting material that does not align with these;
- Managers are aware of their role in preventing and managing inappropriate behaviour;
- The Policy is consistently applied across all parts of the business; and
- Avenues to further information, support and complaints management are clearly articulated.

Audience

This Policy applies to all workplace participants, including APG employees (full-time, part-time, and casual employees) as well as contractors together with any other body or person acting as an official representative of APG in social media.

Application

All workplace participants as noted above must comply with this policy.

Policy Principles

This policy is governed by the following principles:

- Workplace participants must comply with all policies and procedures when using Social Media in affiliation with APG.
- Workplace participants must treat others with courtesy and respect on Social Media.
- Content must be removed from Social Media if requested to do so by APG.
- Content, including but not limited to comments, pictures and or videos, posted by workplace participants must in no way be damaging to the APG brand, reputation, commercial interests and/or customer confidence.
- Access to and use of Social Media at work or during work hours should only be limited, occasional, brief and not excessive and should not impact on productivity.
- Monitoring of the use of Social Media by staff will be performed by APG in accordance with the Group Technology Use Policy.

Awareness, Training & Induction

A communications and engagement plan will be developed in connection with the launch, or review of this Policy to ensure workplace participants understand what is expected of them. Social Media is incorporated with the Harassment, Discrimination and Bullying compliance training.

The ongoing communication strategy will incorporate HR advisory notes, refresher compliance training every two years and use of the intranet and other employee communications channels to maintain awareness of the Policy.

Enforcement & Monitoring

Training will be recorded through the Learning Management System or equivalent system as completed.

Breaches, Variations & Exemptions

Behaviour identified to be inconsistent with the policy will be managed through the Employee Counselling and Discipline Process or equivalent process, or in accordance with the individual's contract of employment. Proven breaches may result in disciplinary action including dismissal. A proven breach involving a contractor may involve termination of a contract for services.

Reporting

All cases involving recommendations of dismissal or termination of a contract for services must be overseen by MyHR, the Workplace Relations & Policy team or HR equivalent.

Review

Social Media and its use will continue to evolve therefore this policy will be reviewed every three years to ensure relevance and that it aligns to current legislation and case law.

Policy Guidelines

Background

APG recognises that many of our workplace participants use Social Media sites and forums – Facebook, Twitter, LinkedIn, YouTube and similar – to connect with friends, colleagues and broader networks.

While we appreciate the value of Social Media, it is important that you are aware of your obligation – as detailed in Our Ethics – to always use Social Media appropriately as it relates to APG.

Personal use of Social Media can impact your employment in circumstances where it relates to our products and services; or our people, partners, customers and competitors, even when using a personal mobile device at work or using your own computer or mobile device elsewhere.

Even though your online conversations may appear to be private, in reality they are anything but. It is also important to assume that anything you publish via social media may not be able to ever be deleted. APG encourages you to be mindful of the risks, as well as the benefits, of Social Media so that you can participate in an enjoyable and meaningful way. These guidelines set out what APG expects from you when you use Social Media.

These guidelines have been developed for workplace participants of APG when using Social Media outside of APG, at work or during work hours, when using any work related or personal mobile device, computer, tablet or other device.

APG Expectations

APG's Expectations

You need to ensure that you are:

- a) complying with all our policies and procedures, including Our Ethics, the Harassment, Discrimination and Bullying Policy, the Group Technology Use Policy and the Group Information Security Policy or equivalent policy;
- b) treating others with courtesy and respect;
- c) not intentionally making comments, posting pictures or doing anything else online that could damage APG's brand, reputation or commercial interests, security and/or customer confidence; and
- d) limiting access to non-professionally related Social Media at work or during work hours so that it is occasional, brief and is not excessive and ensure that it does not interfere with your productivity.

It is important that you remove content if requested to do so by APG or others (i.e. photos or posts), and that you do so immediately and from all public sites where the content exists. APG may direct you to remove inappropriate material from Social Media sites.

Content that is in breach of this policy or other APG policies, including but not limited to Our Ethics or the Harassment, Discrimination and Bullying Policy, may result in the application of Australia Post's Employee Counselling and Discipline Process or other appropriate disciplinary processes. Serious breaches can result in termination of your employment or, for contractors, termination of your contract for services.

If you need more information about what is expected from you when using Social Media, please refer to APG policies including the Harassment, Discrimination and Bullying Policy, Group Technology Use Policy, Group Information Security Policy and Our Ethics, or contact your manager.

Simple Rules

To assist you in complying with this policy, follow these three simple rules that will assist you in using Social Media appropriately:

1. Show respect

Respect others and don't post anything that could be deemed inappropriate, obscene, abusive, illegal, offensive, threatening, bullying or discriminatory, or that could otherwise contravene an APG policy or procedure or law. Always use a respectful and polite tone on Social Media. Whether or not you intended to offend or insult someone is irrelevant.

Don't disclose personal or confidential information or do anything that could potentially impact on security or safety, or harm APG's interests, reputation, brand and/or customer confidence, or bring APG into disrepute. For details regarding confidential information, please refer to Our Ethics or contact your manager.

2. Be open

When identifying yourself as a Worker of APG, be mindful that content you post on Social Media may be searchable by the general public. Ensure that you check, and if necessary adjust, your privacy settings to control access.

When making comments or engaging in discussions related to APG, always identify yourself and your relationship to APG and declare to others that you are not authorised to speak on behalf of APG and that your views are not reflective of APG's views. Examples of unacceptable behaviour includes posting anonymously or using an alias, or posting APG logos or trademarks when accessing and using Social Media without approval.

3. Take responsibility

Be mindful that you have legal obligations under copyright, privacy, defamation, competition and consumer, workplace relations, workplace health and safety and other applicable laws and act appropriately. It is your responsibility to comply with any terms of use of Social Media that you use. You also have a responsibility when expressing your opinion to ensure statements made on Social Media forums are true and correct and not misleading.

If the media contacts you on Social Media, treat it like a normal media enquiry and refer it to APG's national media line on 03 9106 6666 or media@auspost.com.au.

When accessing Social Media from APG's resources, including computers and internet, ensure that you comply with the APG Group Technology Use Policy.

Do not create unauthorised social networking pages, forums or blogs on behalf of APG. Information, comments and conversations, photos and videos shared with your networks and friends may appear to be private, but in fact can easily become public information either now, or at a later time. Be mindful of what you post and assume that it will be public, that it will remain online indefinitely and that it may be replicated. You should also consider the impact it may have on our business or those you work with. A good reminder is to refrain from posting anything that you would not be willing to post on an APG noticeboard or say to your manager, supervisor or colleague. When in doubt, do not post.

Do not spend excessive time on Social Media during work hours or at work and ensure that your access to Social Media does not impact on your productivity. Access to Social Media during work hours or at work should be limited, occasional and brief.

Further Information

- [Our Ethics](#)
- [Group Harassment, Discrimination and Bullying Policy](#)
- [Group Technology Use Policy](#)
- [Group Information Security Policy](#)

Roles & Responsibilities

Policy Governance

Requirement	Responsible area/Role	Activities
The Enterprise Portfolio Forum (EPF) must report on to the implementation of governance frameworks and policies.	EPF	The EPF will ensure appropriate governance mechanisms and control frameworks are in place.
Accountable Executive	General Manager, Human Resources Postal Services	To oversee the application of the Policy.

Policy Operation

Requirement	Responsible area/Role	Activities
Identifying and managing the use of resources	Managers	Fostering an environment that encourages compliance with the principles of the policy and monitor the use of Social Media at work.
Comply with regulatory obligations, policies and procedures. Undertake relevant training.	Workplace participants	Complying with regulatory obligations, policies and procedures relevant to their work responsibilities and behavioural Guidelines.

Policy Monitoring & Oversight

Requirement	Responsible area/Role	Activities
Compliance	Workplace Relations & Policy	Oversee and ensure APG compliance to the principles of the Policy.
Breach & Incident Reporting	Workplace Relations & Policy	Will undertake remediation and reporting for related matters to the Enterprise Risk Management Forum.
Periodic review and/or internal audit for compliance to this policy	Enterprise Risk & Compliance	Option to undertake periodic review and/or internal audit to ensure this policy is complied with and reporting of Breaches and incidents to the EPF and ARC.

Requirement	Responsible area/Role	Activities
Periodic internal audit for compliance to the policy	Internal Audit	Option to undertake internal audit to determine level of compliance with the Policy, and ensure Breaches and Incidents are realised and reported appropriately

Classification: Internal

Glossary

Term	Definition
APG	Australia Post Group (APG). The APG is defined as the Australian Corporation and its subsidiaries.
Social Media	Includes, but is not limited to, social and professional networking sites (e.g. Facebook, LinkedIn), video and photo sharing websites (e.g. Instagram), blogs, online forums, micro-blogging (e.g. Twitter), online encyclopaedias or wikis, gaming platforms, discussion boards and, podcasting, instant messaging, geo-spatial tagging, APG internal collaboration and feedback channels, such as Pogo Connect, Pogo news comments and other internal online forums, and equivalent internal forums.

Classification: Internal

Policy Administration

Key Policy Information

Administrative Area	Policy Information
Document Title	Group Social Media Policy
Policy Level	2
Version No	2.1

Policy Owners and Governance Forums

Administrative Area	Owner / Forum
Accountable Executive	General Manager, Human Resources Postal Services
Policy Owner	Group Head of Workplace Relations & Policy
Policy Administrator	General Manager, Risk & Compliance
Policy Content Owner	Workplace Relations Advisor
Review and Approval Body	Enterprise Portfolio Forum

Key Dates

Administrative Area	Date
Policy Approval Date	1 July 2016
Policy Effective Date	1 July 2016
Next scheduled review	September 2018