



## SOCIAL MEDIA POLICY

### Purpose, Definition and Scope

Burdekin Productivity Services Ltd is committed to embracing change and the Social Media Policy has been developed in recognition of the growing popularity of and participation in online social media. Maintaining a presence on social media to assist in communicating with members and other stakeholders of the organisation is considered to be an important tool if used correctly.

The term 'social media' broadly refers to any form of online media which allows for user participation, interaction or publishing. Commonly used social media tools include, but are not limited to, Facebook, MySpace, YouTube, Twitter, weblogs, Flickr, forums and discussion boards and wikis.

The purpose of this policy is to provide guidance to the board, management and employees of BPS on what is considered to be correct usage of any BPS social media application. This policy does not apply to employee's personal use of social media where no reference is made to BPS and/or such usage has no connection to the workplace or work related matters.

### Responsibilities

Because social media resides in the public domain, strict protocols must apply to its use so that the company remains protected from unfavourable outcomes. The Manager of Burdekin Productivity Services Ltd (Manager) shall be the person in control of and responsible for organising, uploading, editing, delegating, approving, releasing and monitoring any information or response posted to any BPS social media application. No other person, whether that be board member or employee, shall be allowed to post or upload anything on a BPS social media application without first gaining approval from the Manager. In the absence of the Manager, another staff member who has been instructed to do so by the Manager, shall assume these responsibilities and for the purposes of this policy, shall be known as the delegated authority. In any case, ultimate responsibility shall always remain with the Manager.

### Policy Details

#### Board & the Chairman

Responsibility for the control and supervision of business performance, risk management, strategic development and other general affairs of the company are vested in the Board. Therefore, the board has the power to instruct the manager to alter in any way, or to respond to anything posted on, or to perform any other action concerning a BPS social media application, as it sees fit. Board members are encouraged to interact on any BPS social media application albeit through the manager. The board shall provide the Manager with reasonable discretion to delegate authority to another staff member regarding social media policy when the Manager is absent or unavailable to approve content.

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### Manager

The Manager shall ensure that any BPS social media application is regularly monitored and updated with relevant information of interest to members and stakeholders. When posting/uploading information or responding to anything on a BPS social media application, the manager or the delegated authority must ensure that:

1. There is no disclosure of BPS confidential information. Information is considered confidential when it is not readily available to the public.
2. Nothing is communicated that may damage BPS' reputation, corporate image, commercial interests or the confidence of our members or other stakeholders.
3. No material is posted that would directly or indirectly defame, harass, discriminate against or bully any other person or entity.
4. Postings of any approved material by a BPS' director, management or employee is clearly identified as to who is making such posting.
5. Postings are factual in nature.

### Staff

Staff members are encouraged to interact on any BPS social media application, however any information or response must be approved by the Manager or the delegated authority prior to posting. Failure to comply with this instruction may lead to disciplinary action ranging from a warning to summary dismissal depending on the severity of the breach.

### Good Practice

When engaging on social media, the manager should:

1. Exercise care and work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication.
2. Take care not to disclose another person's personal information or publish images of others without permission. Be aware that people may be readily identifiable even when names are not used.
3. Use common sense and respect others in posts and discussions. Responses should be appropriate and inoffensive.
4. Develop a practice of taking some extra time to revise all work before completing the posting process.

Approved by the board of Burdekin Productivity Services Ltd. on 14<sup>th</sup> June, 2016.

Signed: ..... CJ Hesp (Board Chairman)

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## SOCIAL MEDIA POLICY

The full contents of this policy have been explained to me and I fully understand the contents of this document.

Name	Signature	Date
Rob Milla		
Mark Rickards		
Marian Davis		
Ray Hildebrandt		
Dave Paine		
Brendan Arboit		
Ash Wheeler		
Terry Granshaw		
Tiffany Hunt		
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