



COMPANY POLICY OF	ACM COMMERCIAL CLEANING SERVICES		
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APPROVED BY BOARD ON	1 September 2023	SCHEDULED REVIEW DATE	31 August 2024

## SOCIAL MEDIA POLICY

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This policy sets out ACM Commercial Cleaning Services (hereinafter referred to as “the Company”), Social Media Policy.

“We”, “us” and “our”, means the Company including all and any (if any) of its business divisions.

### **INTENT**

The Company respects the right of its personnel, as private citizens, to engage in public debate on political and/or social issues, whether on the radio, the internet, in newspapers or on television. This extends to personnel' use of social media sites.

At the same time, the Company expects that all of its personnel will fulfil their obligations as team members of the Company and uphold the expected level of professional conduct and ethical behaviour when using social media. It is critical that personnel of the Company exhibit a high standard of professional conduct to maintain public confidence in the Company's operations and reinforce the corporate values of transparency, accountability, respect, and responsibility.

The use of social media during work hours is prohibited unless personnel have appropriate authorisation for work-related use.

Further, with respect to the use of social media outside of work hours, the Company will take disciplinary or other action against its personnel in regard to inappropriate use of social media even when the team member is not on duty. Accordingly, action can be taken against personnel in relation to content that is posted on social media sites outside of work hours.

Personnel need to be mindful that content posted on such sites is as public as if published in a newspaper or discussed at a public forum and has the potential to be broadcast across the entire internet.

### **PURPOSE**

The purpose of this policy is to ensure that Company personnel understand their obligations when using social media (such as Facebook, Tik Tok, Snapchat et al) and are informed of the importance of managing the risks associated with such use that may impact on the reputation of the Company and/or the safety of its personnel, and that may result in a breach of the Company's Code of Conduct and policies, procedures or instructions.

This policy is for the mutual protection of the Company and its personnel and is not intended to prevent, discourage, or unduly limit team members' expression of personal opinion or online activities.

## **SCOPE**

This policy and associated procedures apply to all directors, staff and contractors working for the company.

This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover other social media services as they develop in the future:

- Social networking sites (eg Facebook);
- Professional networking services (eg LinkedIn);
- Video and photo sharing websites (eg YouTube);
- Micro-blogging (eg X formerly known as Twitter);
- Forums and discussion boards (eg Google Groups);
- Online collaborations (eg Wikipedia);
- Podcasting;
- Blogs including corporate blogs and personal blogs;
- Blogs hosted by traditional media outlets.

## **RELATED POLICIES AND DOCUMENTS**

- Acceptable IT Use Policy
- Social Media Policy
- Confidentiality Policy
- Discrimination Policy
- Harassment & Bullying Policy
- Privacy Policy
- Whistle-blower Policy
- Recruitment Policy
- Employment References Policy
- Uniform Policy
- Induction Policy
- Training & Development Policy
- Probation Policy
- Code of Conduct
- Occupational Health & Safety Policy
- Performance Improvement Policy
- Conflict of Interest Policy
- Intellectual Property Policy
- Environmental Best Practice Policy
- Absenteeism Policy
- Surveillance in the Workplace Policy
- In-Vehicle Surveillance Policy

- Volunteers Management Policy
- Personal Leave Policy
- No Smoking Policy
- Motor Vehicle Use Policy
- Quality Policy
- Drugs & Alcohol Policy
- Ethics, Integrity and Professional Standards Policy
- Mobile Phone Policy
- Discipline and Termination Policy
- Equal Opportunity Policy
- Quality Management System Document Control
- Document and Records Retention Policy
- Workplace Health Policy for Covid-19/Coronavirus
- Remote Work Policy during the Covid-19/Coronavirus Pandemic
- Temporary Leave Policy during the Covid-19/Coronavirus Pandemic

## **DEFINITIONS**

**Social Media** includes the various internet-based applications that allow the creation and exchange of user-generated content. Social media enables individuals to communicate via the internet sharing information and resources. Sites such as Facebook are a social utility that connects people with family and friends.

**Content** is the information that is put onto social media sites, which includes text, audio, video, images, podcasts, and other multimedia communications.

## **PROCEDURAL INSTRUCTIONS REGARDING EMPLOYEE USE OF SOCIAL MEDIA**

### **Public Comment**

The Company personnel, as private citizens, can engage in public debate on political and/or social issues, whether on the radio, the internet, in newspapers, on the television or social media sites.

In such circumstances, personnel should not:

- make comment as a representative of the Company unless authorised in writing to do so;
- identify themselves as an employee or team member of the Company unless authorised in writing to do so; or
- make comment, regardless of the connection with the employee's duties, that amounts to criticism sufficiently strong or persistent to give rise to a public perception that an employee is not prepared to implement or administer the policies of the Company as they relate to their duties.

## **BULLYING AND HARASSMENT**

Just as bullying and harassment will not be tolerated in the workplace, nor will it be tolerated where it occurs on a social media site. This is regardless of whether it occurs on duty or outside of work hours.

In this regard, team members are not to post any adverse or critical content about any other team member or individual on social media sites such as offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory content.

In such circumstances, not only is it likely that disciplinary action will be taken against the perpetrator (which could include termination), but that such content may also amount to civil proceedings giving rise to the perpetrator being sued for damages or charged with a criminal offence. Personnel may be held personally liable in relation to any ensuing litigation arising from such content being posted.

The Company reserves the right to request that certain posts and inappropriate comments be removed from an employee's social media site and in such circumstances the employee shall remove same within 4 hours of receiving such request or it is likely that further and much more severe disciplinary action will be taken against the perpetrator.

## **CONFLICTS OF INTEREST**

A conflict of interest may arise from associations made through social media. This is when an employee's personal interest could influence, or be perceived as being influenced, in the performance of their official duties and responsibilities. This relates to associations that may be considered contrary to the role of the employee and/or the operations of the Company.

Personnel are required to declare a conflict of interest.

## **CONFIDENTIALITY OF INFORMATION**

Personnel are not to divulge or discuss any confidential or personal information obtained as a team member of the Company. This includes information regarding the Company operations, business, clients, services, prices, financial position, security, or activities.

Personnel are not to identify any other team member or publish personal details and/or images about them without their express written permission.

## **USE OF COMPANY EMAIL OR LOGO**

Under no circumstances are personnel to use the Company email addresses or logos as part of their personal social media activities or post images of themselves or any other team member in uniform or exercising official duties.

## **SECURITY RISKS**

Social media sites can contain a significant amount of personal information. Accordingly, it is in the best interests of personnel to ensure appropriate and effective security and/or privacy settings are established, where available, to allow restricted access to their sites. Personnel, however, need to be mindful that regardless of the security/privacy settings, content may still be made public (eg a contact may cut and paste comments onto another site) or may be illegally accessed by cybercriminals.

Furthermore, unintended invitees may use social media to mask their true identity and obtain personal information.

It is recommended that personnel exercise caution with respect to the type of information that they post on such sites.

## **REPORTING**

It is expected that all personnel will comply with this policy. Personnel who fail to comply with this policy may be subject to counselling, directions to withdraw posted material, or disciplinary action, which may include termination.

All personnel have an obligation to immediately report any breach of this policy to their Supervisor.

Personnel should speak with their Supervisor if they have any concerns regarding this policy.

## **AUTHORISATION**

This policy was approved by the Board of Directors on the date shown.

## **AUTHORISATION DATE**

1 September 2023