



Executive Summary

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1. Purpose

Social Media is constantly changing the way we connect. It consists of websites and applications that enable users to create and share content and participate in social networking. Social Media enables us to quickly and easily start relationships with supporters and colleagues from around the world. This Social Media Policy and accompanying Guidelines have been developed to help you be aware of your rights and obligations, and to empower you to communicate positively about our vision to defeat leprosy and transform lives.

We are committed to providing you with a professional workplace which is pleasant, safe, inclusive and fulfilling.

Please respect the rights of others when you engage in public discussion and debate on social media or otherwise. Act professionally and ethically on social media, and act in a way that maintains our professional standards and reflects our values.

It is your responsibility to be familiar with and comply with this policy. You will find specific expectations outlined below and in the accompanying Guidelines that may apply to your various online activities.

Social Media

- (a) In the context of this Policy, "Social Media" means mobile and web-based applications for user-generated content, communication, and social interaction.
- (b) This Policy covers all Social Media services, platforms and applications including but not limited to:
 - i. Social networking sites such as Facebook, Twitter, Instagram, Reddit or Snapchat;
 - ii. Video sharing sites such as YouTube, Vimeo or TikTok;
 - iii. Professional networking sites such as LinkedIn;
 - iv. Online collaborations such as Slack, Wikipedia, or Google Groups;
 - v. Forums, discussion boards, blogs, online communities, and review sites;
 - vi. Blogging, vlogging, podcasting or other similar activity;
 - vii. Other Social Media services or platforms which may not exist as at the date of this Policy but may be created or developed in future;
 - viii. Commenting, liking, following, sharing or other similar activity in relation to content on any social media service or platform.

2. Application of Policy

- a. This Policy applies to all employees, including full time, part time and casual employees, temporary employees, permanent employees, managers, supervisors, interns and student trainees, volunteers and other representatives of our organisation as well as any persons in the role of director or secretary for our organisation (together hereinafter "Employees").
- b. This Policy will cover the following:
 - i. Employee Social Media activities while at work;
 - ii. Use of Social Media by Employees in the course of performing their duties for us;
 - iii. Employee Social Media activities while using our property, resources or electronic devices;
 - iv. Restrictions on representing our organisation online;
 - v. Employee Social Media activities as a private citizen, while on their own time and not using our property, resources or electronic devices.
- c. This Policy applies to The Public when they contribute to The Leprosy Mission Australia's online communities including Social Media platforms and any digital service.

3. Policy

a) Be Honest

At any point you're talking on Social Media and the web about leprosy, aid and development or TLM, you should disclose that you work for or with The Leprosy Mission Australia in each post. For instance; incorporating hashtags in your posts or tweets is a fast and simple approach to give adequate disclosure.

Try not to submit purchaser reviews or surveys for The Leprosy Mission Shop products or competitors' products. As representatives of TLMA, we have a natural bias and are not customers. Therefore, posting reviews on Social Media isn't suitable.

b) Be Clear

Only those authorised by either the management team and/or marketing team can formally talk for TLMA. In any event, when you have distinguished yourself as working for TLMA (including for your Social Media profiles), ensure you are clear that the perspectives and sentiments you have communicated are your own, and not those of TLMA. In the event that you believe that an "official" TLMA reaction might be required, contact The Leprosy Mission Australia Digital manager: hello@leprosymission.org.au

Except if you are an official TLMA Social Media representative, only content shared verbatim from TLMA Posts online with any included disclosures is endorsed for outside sharing. Try not to add considerable substance or critique to the posts you share.

c) Be Careful

Stop and think carefully about "friending" co-workers (including leaders or direct reports) on Social Media sites. For example, consider whether a friend request may be viewed by the recipient as harassing, intimidating or unwelcomed. On the other hand, you should not feel pressured to accept friend or follower requests from work colleagues. It's your choice how much you want to combine your personal and professional lives online.

d) Be Respectful

Remember that supporters, colleagues, supervisors, suppliers, competitors and other members of the public from around the world may have access to your posts.

These people mirror a different arrangement of customs, qualities and perspectives. Hostile, belittling, oppressive or unseemly comments (including threats of violence, bullying or tormenting) are out of place and unacceptable. Posting hostile and offensive language or pictures could add to colleagues' unfriendly workplace claims based on race, age, sexual orientation, inability, religion, or some other status ensured by the law.

At The Leprosy Mission Australia our values are an intrinsic part of the way we operate. They're the expression of Christ in the way we consider and make decisions together daily as an organisation. We seek to put our values into practice in the following ways:

Compassion

- We work to the best of our ability to bring dignity and empowerment to people affected by leprosy
- We treat everyone with respect and courtesy and without harassment
- We seek to affirm each other, providing encouragement and thoughtful feedback

Justice

- We abide by policies, guidelines, procedures and regulations that relate to working at The Leprosy Mission Australia
- We exercise fairness, equality, courtesy and consideration in relating to other employees, volunteers, supporters, customers and suppliers
- We treat each other with trust and respect, seeking to resolve differences without judgement

Integrity

- We work diligently, demonstrating effectiveness in all areas of responsibility
- We act with honesty, maintaining a high standard of integrity and professionalism
- We are responsible and principled in the proper use of The Leprosy Mission Australia funds, equipment and facilities

Inclusion

- We create a climate of confidence and trust, ensuring that we act in a manner that promotes collaboration
- We foster teamwork being intentional and transparent in communication
- We respect the opinion of all people, whether colleagues, volunteers, supporters or customers

Humility

- We take responsibility for our own actions and decisions
- We are open to communication with our colleagues, supervisors or team members
- We are ready to learn and are open to change

Basic principles:

- Respect people's dignity, rights and diversity
- Do not label people using the word leper or other offending terms

Use of the word leper and offending terms

The language that people use reflects what they think and can influence how they deal with situations. When we speak or write, we can cause offence if we use the wrong words. We need to think about the language and terms that we use.

The Leprosy Mission advocates for the term 'people affected by leprosy' to be used. The word leper is derogatory, outdated, and is associated with someone who has been rejected, ostracised or regarded as an outcast. Refer to the document: [TLM09 Offending terms we should not use](#)

Communicate accurately respectfully, protecting privacy and dignity – adhering to the [ACFID Code of Conduct](#) in relation to how we portray people using information, images, and stories.

Employees and volunteers are required to sign The Leprosy Mission Australia Code of Conduct.

e) Be Aware

Be aware the web is public, and its history is stored for a long time with a long history. Even information which you may think you have secured as "private" on some Social Media destinations might be seen by others. Assume that everything that you post to the Internet is possibly discoverable by anybody. Remember that technology makes it difficult to totally "erase" something on the web and that it is amazingly simple to send a post to a large number of people. Before you share anything, ensure you won't regret saying it, regardless of whether a journalist, a family member, your manager, colleagues or partner were to see it.

TLMA is resolved to maintain a suitable work environment ensuring appropriate utilization of its assets. As needs be, TLMA may screen, review, store, recover, or in any case make record of any electronic activity on TLMA controlled or associated computing and communication platform or service (e.g., email, phone message, and so on). TLMA also determines what is considered acceptable use of TLMA computer or communications resources and reserves the right to block,

alter or terminate access to any application or functionality that can be accessed through TLMA computers or communications resources.

TLMA retains the right to screen all IT frameworks, including cloud based servers, donor and customer files, documents, programs, browsers as well as physical areas of the business and/or work-related activities to protect TLMA and ensure the appropriate use of our resources and information assets in compliance with privacy law and in accordance with our policies.

f) Be Responsible

You have the ultimate responsibility as an employee that third parties you deal with comply with this policy within the scope of your employment. This includes suppliers, agencies or personal contacts you encourage to speak about TLMA and/or its products and programs.

It is important that all partners understand the implications of referencing The Leprosy Mission Australia and/or their relationship with TLMA in all forms of Social Media and online conversations, and recognise when TLMA might be held accountable for their online behaviour.

You should not open any new TLMA accounts on any social media channels without approval from TLMA Management. TLMA Management and the Marketing and Communications team approves requests to open new TLMA social media channels and will provide you with the proper resources needed to ensure the potential new channel is set-up and used efficiently and effectively. You should not open social channels, communities, hubs or other social media groups that represent TLMA or any of its brands, products, or affiliates without first contacting The Leprosy Mission Australia Digital administrator: hello@leprosymission.org.au

4. Disclaimers

The Leprosy Mission Australia does not endorse the views or material contained in the contributions of members of the public or third party sites. The Leprosy Mission Australia is not responsible for the content, availability or performance of external sites linked to or hosting any digital service and social media platform of The Leprosy Mission Australia.

Digital services and social media platforms of The Leprosy Mission Australia are provided on an “as is” and “as available” basis. Employees and The Public understand and agree that they use any digital service and social media platform of The Leprosy Mission Australia at their own discretion and risk and that you will be solely responsible for any damage or loss whatsoever that results from such use. The Leprosy Mission Australia disclaims to the fullest extent permitted by law all guarantees, warranties or representations of merchantability, acceptable quality and fitness for any purpose, security, reliability, accuracy, timeliness, and performance of any digital service and social media platform of The Leprosy Mission Australia and any content contained therein.

5. General

These Terms of Use will be governed by and construed in accordance with the laws of the State of Victoria which shall have exclusive jurisdiction over any disputes. If for any reason a court of competent jurisdiction finds any provision or portion of these Terms of Use to be unenforceable, the remainder of these Terms of Use will continue in full force and effect.

6. Enquiries/Complaints

For information regarding use of any digital service and social media platform of The Leprosy Mission Australia, contact The Leprosy Mission Australia Digital administrator: hello@leprosymission.org.au

If you have concerns about inappropriate or infringing content accessed through any digital service and social media platform of The Leprosy Mission Australia, please alert the moderator of that service where available.

www.leprosymission.org.au/terms-and-conditions

7. Reporting

- a. All Employees are required to comply with this Policy.
- b. Employees have a duty to proactively report any breach of this Policy to us.
- c. We take breaches of this Policy seriously. We encourage any Employee who believes a breach may have occurred, to address it promptly.
- d. In the event that an Employee reports a breach of this Policy, we will handle the reported breach sensitively and confidentially.

8. Related Documents

This Policy supplements these Policies:

- Child and Vulnerable Adults Protection Policy
- Complaints Handling Policy
- Public Engagement Policy
- Privacy Policy
- Staff Manual – Social Media Guidelines
- Data Breach response Plan and Crisis Communications
- Offending Terms We Should Not Use document
- ACFID Code of Conduct

9. Policy Review

This Policy will be reviewed in 5 years.

Revision History

Version	Date	Author	Summary
1.0	20 August 2020	P Andrews	Draft created for PPFC
1.1	30 October 2020	P Andrews	Draft created for PPFC
1.2	23 November 2020	P Andrews	Draft created for Board

Document Approval History

Version	Date	Approved by
1.2	7 December 2021	TLMA Board



Attachment A

Using The Leprosy Mission Australia Social Media and Digital Services

These Guidelines outline how Employees and the Public can use and access the digital services and social media of The Leprosy Mission Australia. By using The Leprosy Mission Australia digital services, Employees agree to be bound by the terms outlined below and any additional terms outlined within the specific service they access. It is your responsibility check this page regularly so you are aware of any updates. If you do not agree with any of the terms, as updated or amended, please do not use the Social Media and Digital services.

1. Employee Acknowledgements

- (a) All Employees understand and acknowledge that any content posted on Social Media is public and may be distributed worldwide.
- (b) All Employees understand and acknowledge that this Policy asks them to assume that all of their online activities are publicly visible and available at any given time.
- (c) All Employees understand and acknowledge that any content posted on Social Media which reflects negatively on us, has the potential to significantly harm our business and reputation, whether or not that content is published during work hours, or on the Employee's own time and whether it is published through our Social Media account, or through the Employee's own Social Media account.

2. Personal Social Media and Email Use While on Duty

While Employees are permitted to use Social Media while on duty, we require that Employees remain within the following guidelines:

- (a) Visiting any obscene, adult, or 18+ websites is not permitted;
- (b) Visiting any unlawful websites is not permitted;
- (c) Participating in any security breach or hacking activity is not permitted;
- (d) Employees should always consider that their activity may be monitored;
- (e) Personal Social Media use must be limited to a few minutes per workday and must not interfere with the Employee's obligations towards us;
- (f) Employees may not present themselves as an official representative of our organisation, unless we have specifically authorised them to do so as described elsewhere in this Policy;
- (g) Employees must ensure that they make clear that their personal opinions and statements do not represent our organisation;
- (h) All other obligations apply, as set out in this Policy and in any of our other internal policies.

3. Using Social Media on Our Electronic Devices

Employees are permitted to use Social Media on our electronic devices, but we require that Employees remain within the following guidelines while doing so:

- (a) Visiting any obscene, adult, or 18+ websites is not permitted;
- (b) Visiting any unlawful websites is not permitted;
- (c) Participating in any security breach or hacking activity is not permitted;
- (d) Employees should always consider that their activity may be monitored;
- (e) Personal Social Media use must be limited to a few minutes per workday and must not interfere with the Employee's obligations towards us;
- (f) Employees may not present themselves as an official representative of our organisation, unless we have specifically authorised them to do so as described elsewhere in this Policy;
- (g) Employees must ensure that they make clear that their personal opinions and statements do not represent our organisation;
- (h) All other obligations apply, as set out in this Policy and in any of our other internal policies.

4. Work Related Social Media Use

- (a) We may choose to use Social Media or other internet based platforms to assist with the marketing and promotion of our business. If this occurs then we may ask Employees to assist with or support that marketing and promotional activity (for example, by liking or sharing our posts).
- (b) In the event that we permit or require Employees to use Social Media in connection with their work (for example, by responding to customer service matters via Social Media platforms):
 - (I) We reserve the right to any "friends", "followers", or Social Media contacts, email addresses or other contacts that Employees gain through Social Media in connection with their work; and
 - (II) An Employee's work related Social Media activity may be monitored.

5. Representing Our Organisation Online

The Leprosy Mission Australia encourages rigorous debate and the sharing of diverse opinions, but The Leprosy Mission Australia expects community members to treat each other with respect and courtesy. These standards apply to interaction within all digital services and social media platforms of The Leprosy Mission Australia including official accounts of The Leprosy Mission Australia established on third-party social media sites.

- (a) Employees may not make a comment, present an opinion, or portray themselves as a representative of our organisation, unless they are specifically authorised in writing by us to do so.
- (b) Employees who are permitted to access our social media accounts in order to post content online will be specifically notified as such in writing. If an Employee is not notified in this manner, they may not use our organisation's official Social Media accounts or represent our organisation online in any way.

(c) If an Employee is permitted to officially represent our organisation online, they must:

- (I) be professional, respectful and polite;
- (II) Act in accordance with the best social networking methods at all times;
- (III) Respect the perspectives and opinions of others;
- (IV) Listen and respond to customer feedback courteously and professionally;
- (V) Never get into arguments with customers or clients;
- (VI) avoid making promises - if Employees are dealing with a customer service issue, always offer to speak to the customer or client on the phone, rather than making express promises online;
- (VII) Do not answer questions that are not within their expertise. If they need help from senior managers, they should ask before they post;
- (VIII) Follow all of our organisation's written guidelines, such as our employee handbook, privacy policy, and any other written documents;
- (IX) Remain in constant contact with any relevant member(s) of our marketing team regarding content they post;
- (X) Avoid deleting customer or client comments or questions, even if they disagree with them;
- (XI) Never share our sensitive or confidential information, even if it is not subject to a written policy. Confidentiality is further addressed under the "Confidentiality" section, below;
- (XII) Not post anything involving any form of discrimination, bullying or harassment. Do not post anything involving any content which incites violence or which is abusive, sexist, racist, hateful, threatening, defamatory*, offensive, or obscene. Discrimination, bullying and harassment are further addressed under the "Discrimination, bullying and harassment" section, below;
- (XIII) Correct false information about our organisation as soon as possible.
Never violate the intellectual property rights of any third party. Obtain proper permission to use any content, and always use the correct attribution form.

* Defamatory means causing harm to a person's reputation by publishing material about them that changes the way people feel about them. Publishing includes speaking, writing, drawing, photographing or blogging. You can defame a person without mentioning their name. You can also defame someone without meaning to cause any harm.

6. The Leprosy Mission Australia Online Communities

The Leprosy Mission Australia encourages rigorous debate and the sharing of diverse opinions, but The Leprosy Mission Australia expects community members (Employees and The Public) to treat each other with respect and courtesy. These standards apply to interaction within all digital services and social media platforms of The Leprosy Mission Australia including official accounts of The Leprosy Mission Australia established on third-party social media sites.

The Leprosy Mission Australia has ultimate control over all its online services. The Leprosy Mission Australia may edit, remove or exercise its discretion not to publish your contribution for legal, editorial or operational reasons including if The Leprosy Mission Australia considers it to be:

- (I) defamatory, or otherwise unlawful or that it violates laws regarding harassment, discrimination, racial vilification, privacy or contempt;
- (II) Intentionally false or misleading;
- (III) An infringement of intellectual property rights including copyright;
- (IV) Abusive, offensive or obscene;
- (V) Inappropriate, off topic, repetitive or vexatious. For example, The Leprosy Mission Australia reserves the right to reject contributions that have been widely canvassed in the forum. It also reserves the right to reject contributions from participants who seek to dominate the discussion;
- (VI) Compromising the privacy of any person or containing inappropriate personal information;
- (VII) Seeking to endorse commercial products or services;
- (VIII) Seeking to directly solicit donations;
- (IX) Deliberate provocation of other community members; or
- (X) Impersonating someone else and/or posting on behalf of a suspended member.

If an Employee or member of The Public breach these Terms of Use, The Leprosy Mission Australia may block their account or contributions.

The Leprosy Mission Australia values the role of its communities in guiding content standards and etiquette among members. If you have concerns about inappropriate content on any social media platform or digital service of The Leprosy Mission Australia, you can alert the moderator of that space.

When accessing or participating in a space managed by The Leprosy Mission Australia on a third party platform, such as channels, pages or feeds hosted on an external site, Employees agree to comply with the terms and conditions specified by that third party platform.

The Leprosy Mission Australia recommends you make sure you understand the privacy settings for each platform with which you engage and choose appropriate options to protect your personal details and content shared.

7. Contributing Content

Employees and members of The Public are responsible for all content they contribute to any social media platform or digital service of The Leprosy Mission Australia, including text, photos, videos, audio and links (Contributed Content).

By contributing content to any social media platform or digital service of The Leprosy Mission Australia, they grant The Leprosy Mission Australia a royalty-free, non-exclusive licence to use Contributed Content in any way that we want, and in any media worldwide. This may include the use of your photos or video on The Leprosy Mission Australia video publications, social media assets and syndication to our Australian content partners. The contributor retains copyright and

any other rights they hold in their Contributed Content and can continue to share and commercialise their Contributed Content as they wish.

(a) Use of Contributed Content

Contributors confirm they own or have the right to use any copyright material included in their Contributed Content (including music, photos, quotes and excerpts of audio or video), that they have permission of anyone appearing or performing in their Contributed Content and that they are not infringing any person's rights by submitting the content to The Leprosy Mission Australia. They also confirm they have, where appropriate, sought the consent of the parent or guardian of any person under the age of 18 who is featured in their Contributed Content.

(b) Copies of Contributed Content

Contributors must keep their own copies of their Contributed Content as The Leprosy Mission Australia may not archive, store or back-up Contributed Content nor continue to make their Contributed Content accessible online.

(c) Providing Credit for Contributed Content

The Leprosy Mission Australia will endeavour to provide Contributors with an appropriate credit when using their Contributed Content on the digital services and social media platforms of The Leprosy Mission Australia, though they understand and agree this may not always be possible.

8. Personal Social Media Use While Off Duty

(a) We recognise that Employees, as private citizens, may engage in public discussion and debate on Social Media or otherwise.

(b) If using Social Media, sending emails, or conducting other internet activity while off duty, Employees have a responsibility of privacy and confidentiality towards us, and must not do anything which may harm us in any way, such as by harming our reputation or by releasing sensitive or confidential information.

9. Intellectual Property

(a) All of our copyrights, proprietary information, trademarks and intellectual property must be respected and maintained with the utmost confidentiality while using Social Media.

(b) Employees may not use our logos, imagery, branding, business name, email addresses or other intellectual property in connection with their personal Social Media use.

(c) The Leprosy Mission Australia Content

All intellectual property rights in the content, software and systems owned by or licensed to The Leprosy Mission Australia on any social media platform or digital service of The Leprosy Mission Australia, including logos, images, names, designs, trademarks and copyright (The Leprosy Mission Australia Content) are reserved to The Leprosy Mission Australia and its licensors.

Such content is provided for Employees personal, non-commercial use only. Unless specifically noted for a particular service, Employees may not otherwise reproduce, republish, modify, adapt, translate, prepare derivative works from, reverse engineer or disassemble The Leprosy Mission Australia, without obtaining prior written permission from The Leprosy Mission Australia.

Employees agree not to remove, obscure, or alter any The Leprosy Mission Australia copyright notice or trademark on any content you access and use. Employees also agree not to use content of The Leprosy Mission Australia in a way that implies endorsement by The Leprosy Mission Australia or any person included in the materials.

If you are interested in using The Leprosy Mission Australia Content other than for personal, non-commercial use, please contact The Leprosy Mission Australia for further information.

Zero tolerance of exploitation and abuse of children

The protection of children online is a shared responsibility between The Leprosy Mission Australia, the parent/guardian and the child. The Leprosy Mission Australia aims to ensure that children and young people (under 18) who engage with our online spaces understand the possible risks they face and how to minimise them.

When contributions are sought from, likely to have been submitted by, or include children and/or young people (under 18), The Leprosy Mission Australia will, where appropriate, seek the consent of a child's parent or guardian before using a child's contribution on the digital services and social media of The Leprosy Mission Australia.

10. Confidentiality

- (a) Employees may not discuss any private, sensitive or confidential information about or related to our organisation on any Social Media. This includes but is not limited to information about our operations, activities, security, future plans, challenges, customers, clients, employees, prices, debts, obligations, profits, general finances, or any other information which may reasonably be considered to be private, sensitive or confidential, or which is declared by us to be private, sensitive or confidential.
- (b) Employees may not publish or share any photographs of any other Employees, customers, clients, partners or affiliates on any Social Media except with the express permission of that person and their manager or supervisor.
- (c) Employees may not discuss any other Employees, customers, clients, partners or affiliates on any Social Media except with the express permission of that person and their manager or supervisor.
- (d) Employees may not identify any other Employees customers, clients, partners or affiliates on any Social Media except with the express permission of that person and their manager or supervisor.
- (e) Employees may not discuss their or any other Employee's work conditions, work conditions or rate of remuneration on any Social Media.

11. Discrimination, Bullying and Sexual Harassment

- (a) Discrimination, bullying and sexual harassment are not accepted at our organisation, whether they occur in our workplace generally, or via Social Media, and whether they occur during ordinary work hours, or outside of ordinary work hours.
- (b) In addition to this Policy, Employees are required to be familiar with, and to comply with, our Discrimination Policy. Our Discrimination Policy sets out our specific rules in relation to bullying and sexual harassment, which apply to our workplace generally as well as to Employee use of Social Media.

(c) Employees must not engage in discrimination, bullying or harassment towards any other Employee via Social Media.

(d) Employees must not engage in any Social Media activity with any other Employee involving any content which incites violence or which is abusive, sexist, racist, hateful, threatening, defamatory, offensive, or obscene.

(e) If representing our organisation online, Employees must not engage in any form of discrimination, bullying or harassment.

(f) If representing our organisation online, Employees must not post anything involving any content which incites violence or which is abusive, sexist, racist, hateful, threatening, defamatory, offensive, or obscene.

12. Security Practices

(a) Employees must take all reasonable security precautions when using Social Media in connection with their work.

(b) Employees hereby acknowledge and agree that Social Media platforms may contain a large amount of personal information and may pose security risks.

(c) Employees must make use of any relevant privacy settings, security settings or other settings in order to minimise any security risks when using Social Media in connection with their work.

(d) Employees must proactively take any other reasonable steps in order to minimise any security risks when using Social Media in connection with their work, for example by restricting the information that they share on Social Media or that they provide when registering accounts on Social Media platforms, using suitable passwords, and regularly changing passwords.

13. Standards for Social Media Use Generally

(a) When using Social Media, Employees are not permitted to:

(I) Publish or share any photographs of any other Employees, customers, clients, partners or affiliates on any Social Media except with the express permission of their manager or supervisor;

(II) Discuss any Employees, customers, clients, partners or affiliates on any Social Media except with the express permission of their manager or supervisor;

(III) Discuss or communicate with any Employee via any Social Media in any way which could reasonably be considered harassment or bullying;

(IV) Discuss their or any other Employee's work conditions on any Social Media;

(V) Discuss any private, sensitive or confidential information about or related to our organisation on any Social Media;

(VI) Identify themselves as an Employee of our organisation, unless they are authorised to do so;

(VII) Criticise or complain about our organisation, or any other Employees, customers, clients, partners or affiliates on Social Media;

(VIII) Make a comment, present an opinion, or do anything else which serves to undermine or contradict the public perception of our organisation in any way, for example by suggesting that our Employees do not agree with or will not implement our policies or procedures.

- (b) In the event that Employees have matters related to their work that they need to discuss, they may approach a manager or supervisor for a confidential discussion.
- (c) All our Social Media accounts will remain owned by our organisation, regardless of any authorisation an Employee may receive to post on them.
- (d) Any media inquiries an Employee receives regarding our organisation must be directed to a manager, supervisor, or marketing team immediately. Employees may not respond to any media inquiries without express written authorisation from us.
- (e) Employees are legally responsible for anything they post on their personal Social Media accounts, including failure to disclose relationships in marketing, or posting about any unlawful activity. If Employees violate any laws while posting on our Social Media accounts, they may be required to indemnify us for any damages caused.