

### Purpose

This policy has been developed in recognition of the growing popularity of and participation in online social media. C.E.M. Alliance is supportive of employees participating in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However, for employees who use social media either as part of their job or in a personal capacity, it is important to understand employee employment obligations when the online communication is about C.E.M. Alliance, our products and services, employees, clients or other work-related issues.

### Scope

The policy applies to all divisions and authorities within C.E.M. Alliance. It applies to all ongoing/term/casual/ temporary/seconded employees and private contractors/consultants of C.E.M. Alliance.

It does not apply to:

- Employee's personal use of social media where no reference is made to C.E.M. Alliance and/or such usage has no connection to the workplace or work-related matters;

or

- Online communications published by C.E.M. Alliance representatives who are specifically authorised to communicate via social media platforms on behalf of C.E.M. Alliance.

### Definitions

- **Social Media:** The term '**social media**' refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, Instagram, Snapchat, Tiktok, MySpace, YouTube, Twitter, LinkedIn, weblogs, Flickr, forums, discussion boards and wikis.

### Policy

Although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise.

As a result, any online communication that directly or indirectly refers to C.E.M. Alliance, our products and services, our Clients, C.E.M. Alliance employees or other work-related issues, has the potential to damage C.E.M. Alliance's reputation or interests.

When participating in social media in a personal capacity, employees must:

1. Not disclose C.E.M. Alliance's confidential information, proprietary or sensitive information. Information is considered confidential when it is not readily available to the public. The majority of information used throughout C.E.M. Alliance is confidential. If you are in doubt about whether information is confidential, refer to the C.E.M. Alliance Code of Conduct and/or ask your Line Manager before disclosing any information.

2. Not use the C.E.M. Alliance logo or company branding on any social media platform without prior approval from the Managing Director;
3. Not communicate anything that might damage C.E.M. Alliance's reputation, brand image, commercial interests, or the confidence of our clients.
4. Not represent or communicate on behalf of C.E.M. Alliance in the public domain without prior approval from the Managing Director;
5. Not post any material that would directly or indirectly defame, harass, discriminate against or bully any C.E.M. Alliance employee, supplier or client;
6. Ensure, when identifying themselves (or when they may be identified) as a C.E.M. Alliance employee, that their social media communications:
  - a. Are lawful; and
  - b. Comply with C.E.M. Alliance's policies and procedures including the C.E.M. Alliance Code of Conduct, Equal Opportunity Policy, and Electronic Communications Policy.

### Examples of Potential Breach

Examples of potential breaches of this policy include but are not limited to:

- Posting information to an online discussion forum about upcoming C.E.M. Alliance projects, tenders or works
- Posting a comment on the C.E.M. Alliance Facebook page in response to a comment or complaint about C.E.M. Alliance;
- Uploading video footage to any Social Media Platform showing anything that could damage C.E.M. Alliance's reputation;
- Making derogatory comments about C.E.M. Alliance or C.E.M. Alliance's employees, clients or suppliers;
- Posting obscene images or offensive comments to Social Media to Platforms about a work colleague where this could constitute bullying, discrimination or harassment.

### Good Practice When Using Social Media

When engaging on social media, employees should:

1. Exercise care and discretion with their use of online communication. Employees should 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 other people'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. Refer to their line manager if unsure whether an intended online communication may be in breach of this policy;
4. Use common sense and respect others in posts and discussions. If an employee disagrees with the opinion of another, they should keep responses appropriate and inoffensive;
5. Adopt the simple practice of stepping back, re-reading and thinking about what they post before doing so.

### Breach

Breach of this policy may lead to disciplinary action, which may range from a warning up to termination of employment, depending on the severity of the breach. If you breach the law, you may also be held personally liable.

### Roles and Responsibilities

#### *Employees:*

- Are responsible for their own interaction with social media and communications online
- Should not represent or communicate on behalf of C.E.M. Alliance in the public domain without prior approval from the managing director (or delegate).
- Should refer to their line manager if they become aware of potential breaches of this policy;
- Must comply with C.E.M. Alliance Policies and Procedures and Code of Conduct.

#### *Line Managers:*

- Line Managers are required to fulfil the responsibilities of an Employee;
- Line Managers must address any suspected breach of this policy and/or discuss the matter with the Managing Director (or delegate).

### Delegations

#### Approve:

1. Social media releases and responses in the public domain:
  - Managing Director (or delegate)
2. Initiating Social Media communications online:
  - Managing Director (or delegate)

### Legislation

- Nil

### Related Documents

- CEM-QAL-POL-004 Code of Conduct Policy Statement
- CEM-QAL-POL-011 Media Policy Statement

### Other Related Documents

- Nil



**GREG STEELE**  
Managing Director

06/04/21  
DATE