

## Social Media Policy

(To be read in conjunction with the IT, Email, and Internet policy)

### Policy overview

The Social Media Policy sets out K1 Payroll Pty Ltd's expectations with regard to the use of social media.

As an employee at K1 Payroll Pty Ltd you are required to comply with the social media policy when engaging in activity on various social media outlets. The Social Media Policy is designed to provide guidance to employees around K1 Payroll Pty Ltd's expectations with regard to the use of social media. The policy covers matters relating to social media including:

- Professional use of social media;
- Personal use of social media;
- Breach of policy; and
- Related areas.

For the purpose of this policy, Social Media may include, but is not limited to, the following:

- Social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo, Yammer);
- Video and photo sharing websites (e.g. Flickr, Youtube);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- Micro-blogging (e.g. Twitter);
- Wikis and online collaborations (e.g. Wikipedia);
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool);
- Video on demand and podcasting;
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life);
- Instant messaging (including e.g. SMS); and
- Geo-spatial tagging (e.g. Foursquare).

### What do I need to do?

You need to carefully read through the Social Media Policy and then complete the associated quiz. All staff are required to comply with the Social Media Policy as amended and implemented from time to time, as well as and any new or amended policies that are introduced from time to time. Failure to comply may result in disciplinary action.

### Policy and further information

To the extent that the contents of the Social Media Policy refers to obligations on K1 Payroll Pty Ltd, they are guidelines for management or summaries of applicable legislative requirements only and are not contractual terms, conditions or representations on which a staff member may rely.

Your manager is available to assist with any queries you have relating to the policy which is detailed below.

## **Social Media Policy**

### **Scope**

This Policy covers professional and personal use of social media where the social media engagement relates to K1 Payroll Pty Ltd, its products or services, its employees, its competitors and/or other related businesses or individuals.

This Policy applies to any use of social media through K1 Payroll Pty Ltd's information technology property, the K1 Payroll Pty Ltd's network or your personal property devices or personal networks.

### **Social media**

As an education and care service we are extremely protective of our children, families, and staff and the K1 Payroll Pty Ltd. Accordingly, our Social Media Policy may be perceived to be more onerous than the usual community standards. These rules are necessary to ensure the safety and comfort of employees, children, and their families, and to ensure that K1 Payroll Pty Ltd operates in a professional and appropriate manner.

Employees must exercise extreme caution when using personal or work devices or computer equipment to access social media and online technology whether in the workplace or relating to external events or functions involving K1 Payroll Pty Ltd.

It is a breach of confidentiality and privacy to make posts or comments about children, families, staff, or management from K1 Payroll Pty Ltd on social media site. It may also be an offence under child care regulations in the State or Territory in which you are based to take, record, or use a visual image of a child, including transmitting the image on the Internet, without the written consent of the child's parent.

K1 Payroll Pty Ltd specifically requires that, unless you have the express permission, you:

- Do not video or photograph anyone, or post photos or personal details of other K1 Payroll Pty Ltd staff, children or families;
- Do not post photos or videos of K1 Payroll Pty Ltd staff, children or families on your personal Facebook page, or otherwise share photos or videos of staff, children, or families through social media;
- Do not create an K1 Payroll Pty Ltd branded Facebook page, or other pages or content on social media that purport to represent K1 Payroll Pty Ltd, it's staff, children, or families;
- Do not post anything that could embarrass or damage the reputation of K1 Payroll Pty Ltd, your colleagues, children, or families; or
- Remove content if requested by K1 Payroll Pty Ltd to do so.

### **Professional use of social media**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. It is understood that a significant portion of ongoing professional learning is now offered through multimedia platforms that include social media sites.

It is expected that staff will be accessing such professional learning using these sites but that staff who do so in work time or on work computers, do so with the permission of their Manager.

Employees must be authorised to act on behalf of K1 Payroll Pty Ltd before engaging in social media as a representative of K1 Payroll Pty Ltd. Employees must not comment as a representative of K1 Payroll Pty Ltd unless authorised to do so.

All requests to act on behalf of K1 Payroll Pty Ltd in a social media context must be directed to K1 Payroll Pty Ltd. If authorised to act as a representative of K1 Payroll Pty Ltd, employees must not:

- Post or respond to material that is, or might be construed as offensive, obscene, fraudulent, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Use or disclose any confidential or secure information; or
- Make any comment or post any material that might otherwise cause damage to K1 Payroll Pty Ltd's reputation or bring it into disrepute.

### **Personal use of social media**

K1 Payroll Pty Ltd recognises that employees may choose to use social media in their personal capacity. This policy is not intended to discourage nor unduly limit employees using social media for personal expression or other online activities in their personal life.

Employees should be aware of and understand the potential risks and damage to K1 Payroll Pty Ltd that can occur through their use of social media, even if their activity takes place outside working hours or on devices not owned by K1 Payroll Pty Ltd.

### **Unacceptable personal use of social media**

If an individual can be identified as an employee of K1 Payroll Pty Ltd on Social Media, that employee must:

- Only disclose and discuss publicly available information;
- Ensure that all content published is accurate and not misleading and, complies with all relevant policies of K1 Payroll Pty Ltd;
- Expressly state on all postings (identifying them as an employee of K1 Payroll Pty Ltd) the stated views are their own and are not those of K1 Payroll Pty Ltd;
- Be polite and respectful to all people they interact with;
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment, and other applicable laws;
- Notify their Manager if they become aware of unacceptable use of social media as described above.

Employees must not:

- Post or respond to material that is, or might be construed as offensive, obscene, fraudulent, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful or inaccurate;
- Make any comment or post any material that might otherwise cause damage to K1 Payroll Pty Ltd's reputation or bring it into disrepute;
- Imply that they are authorised to speak as a representative of K1 Payroll Pty Ltd or give the

- impression that the views expressed are those of K1 Payroll Pty Ltd;
- Use an K1 Payroll Pty Ltd email address or any K1 Payroll Pty Ltd logos or insignia that may give the impression of official support or endorsement of personal comments;
  - Use the identity or likeness of another employee, contractor, or other member of K1 Payroll Pty Ltd;
  - Use or disclose any confidential information or personal information obtained in the capacity as an employee/contractor of K1 Payroll Pty Ltd; or
  - Imply he/she is authorised to speak on behalf of K1 Payroll Pty Ltd or give the impression that any views expressed are those of K1 Payroll Pty Ltd.

### **Acceptable personal use of social media**

When using social media in their personal capacity, employees are permitted to update their Facebook status and post messages outside working hours including during a work break.

Staff are not permitted to access social media through K1 Payroll Pty Ltd's information technology property or K1 Payroll Pty Ltd's network unless the access is approved by their Manager. Staff are expected to act in a manner that does not interfere with their work and is not inappropriate or excessive.

### **Consequences of Unacceptable Use of Social Media**

K1 Payroll Pty Ltd will review any alleged breach of this policy on an individual basis. If the alleged breach is of a serious nature, the person shall be given an opportunity to be heard in relation to the alleged breach.

If the alleged breach is clearly established, the breach may be treated as grounds for dismissal. In all other cases, the person may be subject to disciplinary action in accordance with K1 Payroll Pty Ltd's Counselling, Performance Management and Disciplinary Policy.

K1 Payroll Pty Ltd may request that any information contained on any social media platform that is in breach of this policy be deleted.

K1 Payroll Pty Ltd may restrict an employee's access to social media on K1 Payroll Pty Ltd's IT systems or equipment if they are found to have breached this policy or while K1 Payroll Pty Ltd investigates whether they have breached this policy.

## **Please answer the quiz below, in order to complete your understanding of this policy document.**

**Is it unacceptable to post material on social media sites that is confidential to K1 Payroll Pty Ltd and may bring K1 Payroll Pty Ltd into disrepute? \***

*(select one option only)*

- No
- Yes

**Is it ok to identify your workplace on your personal social media account? \***

*(select one option only)*

- No
- Yes

**You are a casual employee. Your Facebook account identifies where you work. You have had a bad day at work and decide to vent on your Facebook account. Some of the comments you have made about people at work are quite derogatory. As it is your personal account you decide it is ok to post whatever you like without ramification. Is this correct? \***

*(select one option only)*

- No
- Yes

**You took some great photos of the kids at play on your phone today. When you go home you put those photos up on your Facebook page. There is nothing inappropriate about the photos and you have not identified any of the children in the photos. Is this a problem? \***

*(select one option only)*

- No
- Yes

**If you do use social media sites on K1 Payroll Pty Ltd then you should consider the Email and Internet Policy in conjunction with the Social Media Policy. Is this correct? \***

*(select one option only)*

- No
- Yes

**Does K1 Payroll Pty Ltd accept that you will use social media sites to network and share information professionally? \***

*(select one option only)*

- No
- Yes

**Is it a good idea to check your personal account and privacy settings on social media sites to assist with the way you share information? \***

*(select one option only)*

- No
- Yes

**Your personal twitter account identifies you as a Room Leader at our workplace. You have just been to a Professional Development seminar. You decide to rant on twitter about some of the speakers and make remarks that may be construed as offensive or discriminatory. As it is your own account and you are not commenting on people in your workplace is it ok to make comments outside policy guidelines? \***

*(select one option only)*

- No
- Yes

**You have been adding comments to a blog. You have not identified your workplace or the names of people you are discussing. However, it is clear you are the one making comment. The blog has been read by a number of colleagues at work. They feel that comments made about people are quite obscene. Is it acceptable to post information about your workplace on blogs if you keep your workplace anonymous? \***

*(select one option only)*

- No
- Yes