

# **1 Social Media Policy**

## **1.1 Purpose**

The Cazalys Palmerston Club, (“Employer”) acknowledges that employees have a right to privacy and a personal life outside of work without scrutiny from their employer. However, the line between home and work is becoming increasingly blurry therefore the aim of this policy is to outline and identify expectations for all employees regarding the use of Social Media.

This Social Media Policy applies to all employees, officers and contractors of the Club. This policy has been developed to ensure that all employees of the Club are aware of their responsibilities and obligations when using social media. This policy needs to be read in conjunction with the Club’s Privacy Policy and Confidentiality Agreement.

## **1.2 Policy Principles**

Cazalys Palmerston Club recognises that employees may wish to use social media for private use, and the intention of this policy is not to discourage nor unduly limit personal expression or online activities.

Social media refers to platforms where people can interact with others, usually via the internet. Social media occurs in a variety of formats including chat rooms, weblogs, social blogs, and wikis. Examples of social media that employees of the Club may use include, but are not limited to, Facebook, LinkedIn, MySpace, YouTube, Flickr, Twitter and Instagram.

However, employees should recognise the potential for damage to be caused (either directly or indirectly) to your employer in certain circumstances via employee’s personal use of social media, when employees can be identified as an employee of the Club. Additionally, even if an employee is not identified as an employee of the Club, damage to the reputation of the employer and employees may still be caused through the use of social media either in or out of the workplace.

Accordingly, all employees should comply with this policy and its guidelines to ensure that the risk of such damage is minimised. Employees are personally responsible for the content they publish in a personal capacity on any form of social media platform.

## **1.3 Policy**

The policy sets a framework of use by Authorised Users, of private use during work hours and unacceptable use of Social Media. All breaches will potentially have ramifications for the employee.

### **1.3.1 Social Media Access During Carrying out of Duties by Authorised Users**

The use of social media is incorporated into the duties of an employee’s position (e.g. General Manager, Sales and Marketing personnel) are considered ‘Authorised Users’. Authorised Users must be mindful that while executing their duties they are representing the employer and as such, the content, language and tone of their communications must be appropriate and they must avoid expressing personal opinions at all times.

Authorised Users must ensure that when participating in social networking or posting on social media they:

- use social media for the sole purpose of benefiting the employer;
- disclose that they are an employee of the employer and a representative of the organisation;
- use correct spelling and grammar as far as practical;
- not make any disparaging or negative comments about the employer, other employees of the employer, patrons or guests of the employer, contractors or service providers;
- prior to posting on social media on behalf of the employer, the Authorised User must ensure that they have the relevant approval from the General Manager or Marketing Manager; and
- ensure that the Authorised User's login, passwords, and account details are protected and not distributed to any other person without the employer's permission.

Authorised Users of social media must not comment on topics that are not within the scope or area of responsibility and must ensure that all social media posts are in accordance with the Club's stance on the particular issue. Authorised Users are permitted to use social media during working hours for business related purposes.

### **1.3.2 Reasonable Use of Private Social Media During the Working Day**

The employer recommends that personal use of social media should be limited to breaks and other non-work time.

The Employer recognises that employees will, on occasion, use the employer's computer facilities, smart phones or other devices to access social media within the workplace during working hours. Where the employer allows the employee to use or access social media in the workplace the use of social media must be reasonable, and comply with the following obligations:

- The use of social media must not adversely affect an employee's work performance or impact on the work performance of others within the workplace.
- If access to computers is limited or shared, the employee must not use work computers or facilities for non-work purposes (such as accessing social media), where another employee needs to use the facilities for work related purposes.
- The employee must not install inappropriate software, download social media programs or reconfigure any computer or machine owned by the employer.
- The employee must use social media in a reasonable manner and must not cause damage to the employer's reputation by engaging in unacceptable use of social media as outlined below.

### **1.3.3 Unacceptable use of Social Media**

Unacceptable use is prohibited by the Employer and includes, but is not limited to:

- Posting material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright or confidentiality or is otherwise unlawful.

- Implying that the employee is authorised to speak on behalf of the Club or giving the impression that the views expressed are those of the Club.
- Using the identity or likeness of another employee, contractor or other member of the employer.
- Using or disclosing any confidential information or personal information obtained in their capacity as an employee/contractor of the employer.
- Making any comment or posting any material that might otherwise cause damage to the employer's reputation or bring it into disrepute or be perceived as being negative.
- Using social media for any reason during working hours excluding meal breaks (unless an Authorised User or in accordance with the 'Reasonable Use of Social Media' guidelines outlined above).

Employees who engage in unacceptable use of social media may face disciplinary action up to and including termination of employment in accordance with the Cazalys Palmerston Club's Discipline and Termination Policy.

#### **1.3.4 Breaches of the Policy**

Employees may face disciplinary action in relation to their 'private' use of social media, particularly where it relates to or affects the profitability, reputation or viability of the employer, or in the event that they engage in behaviour which is inconsistent with the employer's policies on Workplace Harassment/Bullying, Sexual Harassment, Anti-Discrimination, the Code of Conduct and any other policy of the employer which relates to the workplace.

#### **1.3.5 Privacy and Monitoring**

Employees are advised that the employer owns the computers used in the workplace and employees should have no expectation of privacy when using work provided facilities for private use. Where an employee's manager has reasonable suspicion of social media misuse in any of the circumstances listed in this policy document, or the use of the social networking sites for private use during work hours, the General Manager may monitor the employee's system activity including checking internet usage and access without the employee's consent.