



**Human Resources
Social Media Policy**

PURPOSE

Social media offers the opportunity for people to interact together online to share, discuss or create content. This policy aims to provide some guiding principles to follow when using social media.

SCOPE

This policy applies to all Outback Stores' employees.

The policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or Myspace);
- Content sharing including Flickr (photo sharing) and YouTube(video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Outback Stores intranet site;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect the reputation of Outback Stores, its employees and its clients.

AUTHORITY

The Human Resource Manager is accountable to ensure this procedure is reviewed annually. The CEO approves this procedure and it cannot be altered without authority.

POLICY DURATION

This policy will be reviewed in February 2013.

DEFINITIONS

Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources.

<u>Document Author:</u> Rachel Turvey	<u>Reference Number:</u> HRM-04-POL-01	<u>Version Number:</u> 1	<u>Revision Number:</u>
<u>Approved By:</u> Steve Moore	<u>Date Approved:</u> 31 Jan 2012	<u>Next Review:</u> Feb 2013	<u>Page:</u> 1 of 2

PROCEDURE

Guiding Principles

1. The web is not anonymous. Outback Stores employees should assume that everything they write can be traced back to them.
2. Outback Stores employees must not comment on, or publish, information that is confidential or in any way sensitive to Outback Stores or its clients.
3. It is important that Outback Stores employees think of the web as a permanent record of online actions and opinions.
4. Employees must not bring Outback Stores or its clients into disrepute.
5. Ensure that others (husband/wife etc) in privilege of Outback Stores knowledge or its clients do not act on their behalf which is in breach of this policy

Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Outback stores employees must recognise that it may not be appropriate to share photographs, videos and comment in this way. For example – a photo of an indigenous person on a visit to a store or a photograph taken at a private event (expectation that the photograph would not appear publicly). In certain situations, employees could potentially breach the privacy act or culturally offend an individual or group.

Outback Stores employees should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given.

Under no circumstances should offensive comments or comments that could be viewed as derogatory towards employees, Outback Stores or its clients be made. Employees must be respectful and adhere to the Outback Stores Code of Conduct.

Availability whilst at work

Work computers do not allow employees to access social media sites. Should you wish to access these sites on your own personal device (mobile phone etc) you must do so only in nominated breaks. Outback Stores employees should ensure that they do not undermine their effectiveness or productivity whilst at work.

Breach of Policy

If Outback Stores employees breach this policy it will result in disciplinary action being taken which could result in termination of your employment and further action if the breach is one which breaches statutory requirements.

REFERENCES