



MidState Employment Inc.

## **SOCIAL MEDIA POLICY**

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### **PURPOSE:**

MidState Employment Inc. (MSE) recognises that Social Media is a growing and popular way of communicating for individuals and organisations alike. MSE fully respects the legal rights of all employees. In general, what you do in your own time is your business. However, activities in or outside of work hours may affect your job performance, the performance of others or MSE's business interests.

### **SCOPE:**

This policy applies to:

- Board Members
- All staff, including: Managers, Field Officers, Administrative Officers; full time, part time, casual, temporary or permanent staff; contractors, sub contractors, and work experience personnel.

### **POLICY:**

The Board of Directors/Management/employees and any other person employed by MSE or its subsidiaries, now or in the future, are responsible to follow this Policy except with the expressed permissions of the Chief Executive Officer or the Chair of The Board. This Policy will define what is acceptable, and non-acceptable mediums of Social Media. Such media will ultimately be at the discretion of the Chief Executive Officer or The Chair of the Board of Directors.

#### ***Definition of Social Media:***

This policy applies to all types of social media platforms and communication tools, whether currently in existence or created in the future.

#### ***Current Media examples:***

- Social Networks (e.g. Facebook, LinkedIn, Twitter, My Space)
- Blogs
- Wikis (e.g. Wikipedia and other similar sites where texts can be posted)
- Multimedia or user generated media sites (e.g. You Tube)
- Virtual Worlds (e.g. Second Life)
- Text messaging and mobile device communications
- Email

#### ***Usage of Social Media:***

##### ***Posting Text -***

MSE recognises the individual's right to post text onto Social Media. However, information/comments which breach MSE's policies, or places employees/clients in an embarrassing situation, threatens an individual or organisation, may bring about disciplinary measures – up to and including termination of employment.

Any text posted must be represented as the individual's own opinion, and the individual must not misrepresent themselves as being anything, or anyone other than themselves (i.e. if you are an apprentice, it must be understood you are an apprentice, not the CEO).



MidState Employment Inc.

## **SOCIAL MEDIA POLICY**

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Respect others. Do not make fun of, harass, denigrate, or defame management, colleagues, and others.

MSE absolutely prohibits from publication, posting, texting or discussing the following information of MSE, its subsidiaries or clients anywhere:

- Numbers: - any financial or operation information that has not been publically disclosed. There may be legal obligations and penalties which may apply to both MidState Employment Inc. (MSE) and the individual for any breaches.
- Personal Information: - Personal Information (names, addresses, telephone numbers, relationship status, medical information, etc). This breaches Australian Law and MSE policies.
- Legal Information: - Anything to do with a legal case, pending legal case, or legal issues related to MSE, subsidiary or client.
- Protected Information: - Any secret, confidential or proprietary information of MSE or its clients.
- Logos, graphics, and/or advertising materials.

Do not sell or misappropriate any materials belonging to MSE, its subsidiaries or clients.

If contacted by someone requesting information, clarification of a posting, or any other issue relating to MSE, its subsidiaries or clients do not respond, but refer the enquiry and the person's details to either the CEO or a Manager, or alternatively your Field Officer of MSE.

Individuals are not permitted to speak or make it look like you speak for MSE, its subsidiaries or clients without an explicit (in writing) agreement.

If posting or sharing files from another source or individual, such files or postings may be subject to copyright laws. You must acknowledge the author, or source of such information and not pass it off as your own work, thoughts or opinions.

MSE may monitor social media postings, and will report any illegal activity or inappropriate behaviour it becomes aware of to the proper authorities. Such activities or behaviour may breach MSE policies to which disciplinary measures may apply, up to and including termination of employment.

### *Posting Photographs/Video Footage –*

MSE recognises the individual's right to post photos and/or video footage onto Social Media. However, photographs or video footage which breach MSE's policies, or places employees/clients in an embarrassing situation, or threatens an individual or organisation, may bring about disciplinary measures – up to and including termination of employment.

Photographs/Video footage containing images of individuals in identifying work uniforms, or taken at an official workplace event (either through MSE or Host Employer) must have written permission of all individuals in the photograph/video footage, and must be lodged with MSE and the Host Employer for keeping on personnel files.

If official workplace event photographs/video footage is posted on Social Media, without consent, privacy laws may be breached and penalties may apply from authorities outside of MSE. If photographs/video footage is posted without permission, the offending material must be taken





MidState Employment Inc.

## **SOCIAL MEDIA POLICY**

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down immediately a request is made for this to happen. Refusal to do so may bring about disciplinary measures – up to and including termination of employment.

### ***Organisational usage of Social Media –***

Postings must be in line with aspects of this policy.

Only authorised (in writing) employees of MSE, and its subsidiaries may be allowed to use a post on behalf of the organisation. Any unauthorised usage and posting onto organisational Social Media sites will bring about disciplinary measures – up to and including termination of employment.

### ***Other relevant MSE policies:***

Employees, are encouraged to read this policy in conjunction with other relevant MSE policies including, (but not limited to)

- Code of Conduct Policy
- Drugs and Alcohol Policy
- Sexual Harassment Policy
- Equal Opportunity Policy
- Privacy Policy
- WHS Policy

### ***Disciplinary Measures:***

Organisational Disciplinary measures may include, but are not limited to:

- Written warning
- Publically posting an apology
- Postings being required to be taken down
- Termination of Employment

You must read, understand and follow this Policy. Failure to comply with this policy may result in disciplinary measures, including termination of employment. In certain circumstances you may face civil and/or criminal liability.

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APPROVED: KYM ANDERSON

DESIGNATION: CHIEF EXECUTIVE OFFICER

APPROVAL  
SIGNATURE:

DATE: 14<sup>TH</sup> AUGUST 2019

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