

# mteSA Social Media Policy

**Policy Number:** 19  
**Authorised By:** Management Board of mteSA  
**Introduction Date:** August 2018  
**Approved Date:** December 2022  
**Revision Due:** December 2024

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## Policy Statement

This social media policy has been developed in recognition to the growing popularity and participation in online social media activities, especially by young people. Murraylands Training & Employment recognises the benefits of having an online presence on social media platforms and will use these platforms as a tool for engaging young people, Host Employers and the Community. mteSA are also supportive of employees participating in social media in their personal time to keep in touch with friends and family to share information or become involved in online discussions.

It is the expectation of mteSA that employees understand their obligations when using social media privately or for company use and when the online communication is about mteSA, Host Employers, our services, other employees or any other work-related issue.

**Social media** relates to any online media which allows user participation, interaction or publishing. Common social media platforms such as but not limited to are Facebook, My Space, YouTube, Twitter, Flickr, Snap Chat, Instagram, Tik Tok, instant messaging, BeReal, weblogs or any forum and discussion boards.

This policy applies to all employees of mteSA including apprentices, trainees, Full-time and labour hire however does not apply to;

- i. Team members' personal use of social media where no reference of mteSA or a Host Employer is made
- ii. There is no connection to mteSA or a Host Employer, or work-related matters
- iii. Authorised mteSA representatives who are specifically authorised to communicate via social media platforms on behalf of mteSA.

All employees must protect the privacy of customers and mteSA and/or their Host Employer as per mteSA Privacy Policy.

## Policy Guidelines:

### Personal Use of Social Media

Many users think that their personal comments posted on social media or discussions are private however these communications are often available to a larger audience than expected. Due to this, any reference to mteSA has the potential to damage our reputation or interests.

1. When participating in social media in a personal matter, team members must:
  - i. Not disclose mteSA or their Host Employer's confidential or sensitive information
  - ii. Not use mteSA's logo or company branding on any social media platform without prior approval from the Chief Executive Officer
  - iii. Not communicate any information that may damage mteSA's reputation, brand, commercial interests or the confidence of our partners or Host Employers
  - iv. Not represent or communicate on behalf of mteSA or a Host Employer in the public domain without prior approval of the Chief Executive Officer and Host Employer
  - v. Not post any material that would directly or indirectly defame, harass, discriminate against or bully any mteSA team member, partner or Host Employer
  - vi. Ensure that they identify themselves (or when they may be identified) as a mteSA employee, that their communications are lawful; comply with mteSA policies and procedures including the Code of Conduct.
  
2. It is desired that when posting on your personal social media in your private life that you remain professional and do not post anything that may be viewed as undesirable to your reputation that may affect your relationship with mteSA or your Host Employer.

### **Company use of Social Media**

Company use of social media is a way of engaging young adults, teenagers, Host Employers and the local community. mteSA uses social media platforms to build stronger relationships with our Host Employers, apprentices, trainees and Community members.

1. mteSA social media accounts must only be used and created by authorised individuals and with the consent of the mteSA Chief Executive Officer
  
2. Authorised users will be approved by the mteSA Chief Executive Officer
  
3. mteSA social media accounts are to be used to promote mteSA, their activities as well as available positions to a wider audience
  
4. All approved users will act responsibly and ethically and ensure that posts are respectful and portray the values of mteSA. Approved users must:
  - i. Not disclose mteSA or Host Employer's confidential or sensitive information
  - ii. Not communicate any information that may damage mteSA's reputation, brand, commercial interests or the confidence of our partners or Host Employers
  - iii. Not post any material that would directly or indirectly defame, harass, discriminate against or bully any mteSA employee, partner or Host Employer.

## **Policy Enforcement**

Any employee that is found to have violated this social media policy could face disciplinary action. This includes any actions that have compromised the privacy of an individual or Host Employer through the inappropriate use of social media platforms or who is found to have compromised the confidentiality and name of mteSA or Host Employer through the inappropriate use of social media platforms will have the comments deleted and they will be disciplined. In serious breaches the employee may be terminated following the guidelines outlined in the Termination of Employment Policy.

mteSA reserves the right to monitor how social networks are used and accessed through company Internet resources. These include, but are not limited to computers, and mobile devices such as tablets and smartphones that are provided for company use.

## **Roles and Responsibilities**

Management are responsible for:

- Considering each employee reported breach and applying this policy to individual situations
- Ensuring each possible breach is managed in line with this policy
- Ensuring this policy remains up to date and considers best practice
- Inform employees of any updates to this policy.

Employees are responsible for:

- Ensuring they comply with the mteSA policies and procedures
- Ensuring that they behave in an appropriate manner and in line with this policy and the mteSA Ethics and Standards
- Inform management as soon as possible if a breach of conduct has occurred
- Discuss with management if there are any concerns.

mteSA Board are responsible for:

- To review the policy within the required timeframe
- To approve amendments to this policy ensuring best practice is considered.

## **Further Information**

Please contact your manager or if you require additional information in relation to this policy.