

	Social Media Policy	Marketing
	Version 2	4
Target audience:	<ul style="list-style-type: none"> • Internal Employees • External Employees 	
Contact person:	Michelle Oliver Group Marketing	
Policy owner:	Michelle Oliver Group Marketing	
Related Standards:		Related Guidance documents:
<ul style="list-style-type: none"> • Nil 		<ul style="list-style-type: none"> • Code of Conduct & Values • Workplace Diversity Policy • Discipline and Misconduct Policy • Privacy Policy • IT Facilities and Systems Policy
Effective date:	Updated as per:	Modification:
01-08-2021		
Approved by:		Approved on:
Michelle Oliver		01-08-2021
<p>Group Policy compliance</p> <p>Primary responsibility for adherence to this Policy resides with the SBU Unit CEO. Local laws and regulations supersede this policy. Should this policy be found to be in contradiction with such regulations, it is the CEO's responsibility to immediately inform the General Counsel of this matter. This policy supersedes all local company policies. Should a local policy contradict this policy, it is the CEO's responsibility to align the local policy with this policy.</p>		

I. PURPOSE OF THE POLICY

RGF Staffing APEJ is committed to the appropriate and effective use of social media in support of its business. It is important that all RGF Staffing APEJ employees are aware of the implications of online engagement that reference RGF Staffing APEJ, its brands, or its businesses, and that they recognise when RGF Staffing APEJ might be held responsible for their behaviour.

All RGF Staffing APEJ employees should be aware of the importance in observing RGF Staffing APEJ's Core Principles and Code of Conduct in all online activities involving social media.

II. SCOPE OF THE POLICY

This policy covers all RGF Staffing APEJ businesses and Users, meaning:

- Employees who are employed to do work directly for RGF Staffing APEJ businesses at our sites;
- Employees who are employed to work directly for RGF Staffing APEJ's clients;
- Independent contractors (or representatives of independent contractors) who are engaged to provide services directly to RGF Staffing APEJ; and
- Volunteers or other site-based people, work experience students, exchange workers, and employees of our clients who work from RGF Staffing APEJ sites.

It includes, but is not limited to:

- Social and professional networking sites (e.g. Facebook, LinkedIn);
- Video and photo sharing websites (e.g. Flickr, YouTube, Instagram);
- Blogs, including corporate blogs and personal blogs, blogs hosted by media outlets, microblogging (e.g. Twitter);
- Forums, discussion boards, and groups (e.g. Google groups, Whirlpool).

III. COMPULSORY ITEMS

Social media helps us connect and engage with our clients and colleagues. If we use this channel effectively it helps build our brand and delivers results. However inappropriate use can have an immediate and profound impact on RGF Staffing APEJ given the potential for content to reach a very wide and sometimes unintended audience and remain available for a prolonged period. For these reasons, RGF Staffing APEJ reserves the right to:

- Monitor use of social media on IT services and Facilities;
- Monitor content 'in connection to the workplace' (as outlined in the paragraph below);
- Take appropriate action to protect against misuse that may be damaging to RGF Staffing APEJ's reputation, adversely impact the workplace, or which is otherwise inconsistent with your contract with RGF Staffing APEJ.

Although many users may consider their personal comments posted on social media or discussions on social media private, such communications are frequently available to a larger audience than users may realise. You should be aware that what you post on your personal social media accounts in spite of your privacy settings or attempts to limit the audience of your post, may have the potential to bring RGF Staffing APEJ, its client or stakeholders into disrepute - particularly if that content is offensive, discriminatory, threatening or harassing. Such conduct is also covered by this Policy, even where RGF Staffing APEJ, its clients, stakeholders or the workplace is not directly mentioned.

IV. GOLDEN RULES

When engaging on social media, RGF Staffing APEJ staff members should:

- Exercise judgement and discretion. You should work on the assumption that anything you send may be viewed, forwarded or transmitted to someone who may not have been the intended recipient;
- Ensure you do not disclose other people's personal information or publish images of others without their permission;
- Use common sense and respect others in your posts and discussions;
- If you are unsure about anything you are about to post, pause, re-read and think about it before you press send.

Acceptable Use

- Follow, Like and Share any posts on any RGF Staffing APEJ Business Unit's official social media pages, groups and networks;
- Utilise social media to share RGF Staffing APEJ's generated thought leadership (e.g. white papers, blog articles) and marketing materials;
- Engage with groups, forum and other sites which have been set up by RGF Staffing APEJ (e.g. LinkedIn Groups);
- Share details of jobs advertised on our business' websites (not on third party sites like Seek);
- Report any negative comments by users or breaches of this policy with respect to social media by RGF Staffing APEJ's employees to Marketing.

Unacceptable Use

Includes, but is not limited to:

- Making any comment or posting any material that might cause damage to RGF Staffing APEJ's reputation or brand.
- Implying that you are authorised to speak on behalf of RGF Staffing APEJ, giving the impression that the views you express are those of RGF Staffing APEJ, without express prior approval in line with the RGF Staffing APEJ Media Policy;
- Using your CMG email address or any Company logo or other insignia that may give the

impression of Company support or endorsement of a personal comment without business consent;

- Using or disclosing any confidential, proprietary or sensitive information obtained in your capacity as a RGF Staffing APEJ employee;
- Posting any material on social media which is, or might be construed as inappropriate and a breach of a RGF Staffing APEJ policy including but not limited to RGF Staffing APEJ's Anti-Bullying and Workplace Diversity policies;
- Personal use of social media where such use interferes with your work, or excessive personal use during your normal work hours.

V. GLOSSARY

Official term	Explanation
Social Media	Refers broadly to any online media which allows for user participation, interaction or publishing.