

Social Media Policy Statement

Blu by Adcorp recognises the powerful and positive influence that existing and future social media can have in our endeavours to engage effectively with employees and job candidates, promote brand awareness and to deliver customer service excellence, the foundation of our success.

This policy applies to all social media use that references, represents, or could be associated with Blu by Adcorp. Personal use of social media on personal accounts that does not reference the company is permitted, provided it does not breach other company policies or damage company reputation.

This policy and its guidelines apply to all public social media communication platforms (refer to the Social Media Guidelines). The Policy's requirements apply equally to all Blu by Adcorp employee's/contractors/assignees in all locations (including the workplaces of host employers).

Employees may list Blu by Adcorp as their current employer on professional networking profiles (LinkedIn, etc.) using their job title. Company branding or logo in personal profile headers requires approval.

It is unacceptable that Social Media is used in any way that is inconsistent with our Code of Conduct, Electronic Communication Media Policy, Workplace Health & Safety Policy, Anti-Discrimination Policy, Workplace Bullying Policy and Sexual Harassment Policy, including the following:

- Implying that you are authorised to speak as a representative of Blu by Adcorp, giving the impression that the views you express are those of Blu by Adcorp, or commenting on any Blu by Adcorp-related matter without express prior approval from the Blu by Adcorp Senior Management Team (SMT)
- The setup or moderation of social media groups or networks that are or purport to be authorised by Blu by Adcorp, without express prior approval from the Blu by Adcorp SMT
- Posting material for business purposes which does not comply with the terms of use of the particular social media outlet
- Using your Blu by Adcorp email address or any Company logo or other insignia that may give the impression of Company support or endorsement of a personal comment
- Using or disclosing any confidential information obtained in your capacity as a Blu by Adcorp user
- Publishing or reporting on information or conversations that are confidential or deal with matters which are internal in nature. Public sites are not appropriate for internal communication with other Blu by Adcorp users, clients or employees/contractors/assignees of clients
- Using the identity or likeness of another Blu by Adcorp user
- Posting any material on social media which is, or might be construed as, breaching any Blu by Adcorp policies
- Posting material that is, or might be construed as, threatening, bullying, discriminatory, non-consensual sharing of intimate images or offensive towards another Blu by Adcorp employee, client, or person associated with a client
- Making any comment or posting any material that might cause damage to the reputation of Blu by Adcorp or any of its clients, or bring Blu by Adcorp or any of its clients into disrepute
- Posting the company name of Blu by Adcorp clients (who are host employers, but not your direct employer) as your stated employer, unless written permission is granted from the client;
- Excessive personal use of social media during your normal work hours and;
- Personal use of social media where such use interferes with your work.

Disciplinary action, including written warnings or termination of employment will be taken if this Policy is breached. If you have any queries regarding the interpretation of this Policy, please contact a member of the SMT. Alternatively, on-hire employees with queries can contact their Account Manager.

Approved by



Zebulun Riddell
Managing Director

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