

Social Media Policy

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Purpose

This policy sets out guidelines for the use of social media.

Application

This policy applies to all employees of MAYDAY Recruitment Group.

MAYDAY Recruitment Group means MAYDAY Recruitment Group Pty Ltd and each of its subsidiaries, including MAYDAY Recruitment Pty Ltd, MAYDAY Consulting Pty Ltd and MAYDAY Blue Pty Ltd.

What is social media?

Social media is any online media that allows user participation and interaction. This includes but is not limited to:

- social networking sites, e.g. Facebook, Snapchat, MySpace, Bebo, Friendster
- video and photo sharing websites, e.g. Flickr, YouTube, Blip, Instagram
- micro-blogging and activity stream sites, e.g. Twitter, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
- online encyclopedias, e.g. Wikipedia
- any other digital medium that allows individual users or companies to use simple publishing tools, e.g. wikis.

Social media activity

Social media activity means any activity undertaken on social media. This includes, but is not limited to:

- any communication made via social media;
- uploading photos, videos or audio files;
- making comments;
- sharing social media posts of other people;
- creating social media profiles;
- blogging;
- participating in discussion boards or forums;
- managing contacts, including adding or deleting contacts;
- reporting material posted on social media sites.

Use of social media

As a modern organisation, MAYDAY Recruitment Group uses social media for many purposes to drive market and brand awareness. Employees are also encouraged to use social media to create their own personal brand, and as such, it is important to have a broad set of rules to operate within.

Social media activity for business purposes

Social media activity carried out for business purposes means:

- social media activity carried out from one of our social media accounts; or
- social media activity carried out from a private account as our representative.

Employees must obtain prior approval from management before engaging in any social media activity for business purposes.

When engaging in social media activity for business purposes, employees are expected to:

- act in the best interests of our business at all times;
- not engage in any social media activity that may bring our business into disrepute or have a negative effect on our business;
- comply with all of our policies;
- not disclose confidential information;
- not defame or slander any person;
- not breach any privacy legislation or policies;
- not infringe any third party's intellectual property rights (such as copyright);
- always cite or acknowledge content sources when they are known;
- not express political views or views that may be controversial or offensive.

Social media activity for professional purposes

Social media activity for professional purposes occurs where an employee is not directly representing us but is commenting personally as an experienced person in their career, field or industry. MAYDAY Recruitment Group encourages employees to use social media to build their own personal brand. In engaging in social media activity for professional purposes it is expected employees will comply with the guidelines for social media activity carried out for business purposes.

Private social media activity

When accessing social media via MAYDAY Recruitment Group's internet and intranet systems, employees must do so in accordance with relevant policies, use the resources reasonably and in a manner that does not interfere with their work.

When engaging in private social media activity, employees must:

- act in the best interests of our business at all times;
- not engage in any social media activity that may bring our business into disrepute or have a negative effect on our business;
- not use a work email address to register private social media accounts
- abide by their obligations to maintain confidentiality, and not post comments about sensitive business-related topics or do anything to jeopardise MAYDAY Recruitment's intellectual property;
- not use social media to complain about their employment or MAYDAY Recruitment Group;
- make clear they are expressing their own personal views so comments are not perceived to be made on behalf of MAYDAY Recruitment Group

This includes where material is posted anonymously or using an alias or pseudonym. Even if employees do not identify themselves on social media as our employee, they could still be recognised as being associated with our business. Therefore, employees must ensure that they follow these guidelines even when engaging in private social media activity.

Employees should not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere.

Inappropriate Use of Social Media

When using social media for business or professional purposes, or when private social media activity could identify the person as an employee of MAYDAY Recruitment Group, or when using MAYDAY Recruitment Group's property or systems, employees must not at any time:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or infringes copyright;

- access, download or transmit any kind of sexually explicit material or violent images, including graphic images of blood or gore;
- access, download or transmit information on the use or construction of weapons, explosives or other tools of violence;
- access, download or transmit any material deemed to be illegal under any state or federal law;
- access, download or transmit hate speech or racist material, racial epithets or religious bigotry;
- compromise the privacy of any person;
- disrupt the integrity of our data or information services.

Breaches of this policy

Any employee who breaches this policy may be subject to disciplinary action up to and including termination of their employment.

We may remove, or require an employee to remove, any material posted on social media in breach of in this policy.

If you are unsure of your obligations under this policy, please discuss with your manager.

Application of this policy

This policy is subject to review by us and may be changed or revoked at any time.