

## **Social Media Policy**

### **1. Social Media Policy**

1.1 The Social Media Policy ('Policy') relates to Riverina Winegrape Growers ('the Board') and, where relevant, operates in conjunction with the Internet, Email and Computer Use Policy and the Contract of Employment or contract for service.

### **2. Commencement of Policy**

2.1 This Policy commenced on 11/08/2014. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

### **3. Scope**

3.1 The Policy relates to all full-time, part-time and casual employees of the Board ('Board Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Board workplace ('Board Contractors') and Members of the Board.

3.2 The Policy also applies to Board Members, Employees and Board Contractors' participation in social media inside or outside of any Board workplace and includes use of a Contractor's or an Employee's own device.

3.3 The Policy does not form part of any contract of employment with The Board. Nor does it form part of any contract for service with the Board.

### **4. Definitions**

4.1 In this Policy:

- a) **'Blogging'** means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
- b) **'Confidential Information'** includes but is not limited to trade secrets of The Board; non-public information about the organisation and affairs of The Board such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from The Board or obtained in the course of working or providing services to The Board that is by its nature confidential.
- c) **'Computer'** includes all laptop computers and desk top computers.
- d) **'Hand Held Device'** includes all such devices which are used by Board Members, Employees and Board Contractors , inside and outside working

hours, in the workplace of the Board (or a related corporation of the Board) or at any other place. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDAs, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.

- e) **'Intellectual Property'** means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
- f) **'Person'** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
- g) **'Social Networking Site'** and **'Social Media Platform'** includes but is not limited to Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, 'Wikis' (e.g. Wikipedia) and other similar sites.

## **5. Representing the Board in social media**

- 5.1 In consideration of the type of business of the Board, any comments about or in connection with the Board made in a Social media platform must be factual and consistent information with the Board's goals and objectives. This means protecting commercially sensitive information in accordance a Board Employee's contract of employment and Board Contractor's contract for service.
- 5.2 All Board Members, Employees and Board Contractors are restricted from making comments on behalf of the Board or using the Board's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Only the following Board Employees are authorised to speak on behalf of the Board on Social media platforms:
  - a) Chief Executive Officer
  - b) Extension Officer
- 5.4 The Board recognises that circumstances may arise in which Board Members are Employees and Board Contractors make mention of The Board in social media.
- 5.5 Unless authorised by the Board, any comments made by Board Members and Employees and Board Contractors must contain a disclaimer that they are not representing the Board and do not have authority to speak on behalf of the Board, and the views of the Board Members, Employee/Board Contractor do not represent the views of the Board.

## **6. Acknowledgement**

6.1 All Board Members, Employees and Board Contractors acknowledge that:

- a) they are not to make comments which might reflect negatively on the Board's reputation or make deliberately false or misleading claims about The Board, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Board Employee or Board Contractor to correct the statement;
- b) they must not disclose confidential or commercially sensitive information about the Board including the Board's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
- c) they must not endorse or cite any client, partner or supplier of the Board without the explicit prior permission of the Board;
- d) they must observe the relevant privacy, defamation and copyright laws; and
- e) they must comply with relevant discrimination laws and the Board policies that relate to discrimination and harassment.

## **7. Material posted by others**

7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage the Board's reputation.

7.2 If you become aware of any such material which may damage the Board or its reputation, you must immediately notify the Chief Executive Officer and the Board Executive members.

## **8. Internal social media platforms**

8.1 The Board has its own internal Social Media platform, including, but not limited to, Facebook, Twitter. The content is owned and controlled by The Board and is available to internal audiences only. Any unauthorised distribution of content located in the internal social media platform is in breach of this Policy.

## **9. External social media platforms**

9.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Board Members, Employees and Board Contractors should not disparage or make adverse comments about the Board, any Board Member, Employee or any Board Contractor. This includes where such comments are made whilst a Board Employee or Board Contractor is contributing to a Social Media Platform using a Board computer and internet resources and similarly whilst using a non- Board computer or hand held device.

9.2 The Board Members, Employees and Board Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is

continuously logged and archived by the Board for monitoring purposes on an ongoing basis.

- 9.3 If it comes to the Board's attention that a Board Member, Employee or Board Contractor has made inappropriate and/or unauthorised comments about the Board or a Board Member, Employee or Board Contractor, The Board may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using the Board computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about the Board, a Board Member, Employee or Board Contractor via a non- Board computer or Hand Held Device.

## **10. Board Members, employees' and Board contractors' responsibilities**

- 10.1 Board Members, Employees and Board Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about the Board and its products and services to the Board Executive.

## **11. Warning**

- 11.1 Apart from the potentially adverse effects a blog or social networking entry may have on the Board, inappropriate blogs on internal or external sites can also have adverse consequences for a Board Members, Employee or Board Contractors in terms of future career prospects, as the material remains widely and permanently accessible to other site users.
- 11.2 The Board may use and disclose an Employee's or Contractor's social media posts where that use or disclosure is:
- a) for a purpose related to the employment of any employee or related to The Board's business activities; or
  - b) use or disclosure to a law enforcement agency in connection with an offence; or
  - c) use or disclosure in connection with legal proceedings; or
  - d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.
- 11.3 While users are permitted to use the Board's computer network for limited and reasonable personal use, Employees and Contractors must be mindful that any information (personal or other) they disclose while using the Board's computer network may be used and/or disclosed as provided for in clause 11.2 above. An Employee or Contractor is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of the Board's computer network.

**12. Consequences of breaching the Social Media Policy**

12.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for Board Contractors, the termination or non-renewal of their contract for service).

**13. Board contact**

13.1 Any questions about this Policy should be directed to Chief Executive Officer and Board Executive Members.

**Variations**

*The Board reserves the right to vary, replace or terminate this Policy from time to time.*

**Policy version and revision information**

Policy Authorised by: Board Dec 2017

Original issue: 15/04/2014

Policy Maintained by: Brian Simpson

Current version: 3

Title: Chief Executive Officer

Amended: 11/12/2017 to include members of the Board and remove IDO and TO and add EO

Approved: Dec 2019

**Acknowledgement**

*I acknowledge:*

- *receiving the Policy;*
- *that I will comply with the Policy; and*
- *that there may be disciplinary consequences if I fail to comply, which may result in the termination of my employment.*

Employee Name:

Signed:

Date:

---

---

---