

CHS Social Media Policy

Policy Number: 1007

Notice: CHS has signed a shared services agreement with ECA that covers provision of IT Systems and Services as well as provision of a responsive and reliable electronic infrastructure in each of the campuses runs by CHS (see *CHS-ECA Shared Services Agreement*). ECA has several policies that govern the services provided by their ICT Department. These are all adopted by CHS, i.e. as part of the Shared Services Agreement, CHS will require all staff and students abide by the ECA policies and procedures.

1. Social Media Policy

1.1 The Social Media Policy ('Policy') relates to Education Centre Australia ('ECA') 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 will commence from 21/11/2017 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 ECA, as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the ECA workplace (collectively referred to as "**Workplace Participants**").

3.2 The Policy also applies to a Workplace Participant's participation in social media inside or outside of any ECA workplace and includes use of a Workplace Participant's own device.

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

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 ECA; non-public information about the organisation and affairs of ECA 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 ECA or obtained in the course of working or providing services to ECA 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 Workplace Participants, inside and outside working hours, in the workplace of ECA (or a related corporation of ECA) or at any other place. Such devices include, but are not limited to, mobile phones, Blackberry's, 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, Weibo, 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 ECA in social media

5.1 Save for the use of the business networking site LinkedIn, Workplace Participants are prohibited from identifying themselves as being connected with the Company on a social media platform, unless they are expressly authorised to do so by the Company.

5.2 All Workplace Participants are prohibited from making comments on behalf of the Company or using the Company's branding (including the corporate logo, internal logo and registered trademarks) on any social media platform unless expressly authorised to do so by the Company.

5.3 Only the following ECA employees are authorised to speak on behalf of ECA on social media platforms:

- a) *Chief Executive Officer*
- b) *Chief Operating Officer*
- c) *Chief Financial Officer*

d) *Other representative nominated in the above listed by one of the chief officers.*

6. Acknowledgement

6.1 All Workplace Participants acknowledge that:

- a) they are not to make comments which might reflect negatively on ECA's reputation or make deliberately false or misleading claims about ECA, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Workplace Participant to correct the statement;
- b) they must not disclose confidential or commercially sensitive information about ECA including ECA'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 ECA without the explicit prior permission of the staff listed in item **5.3**
- d) they must observe the relevant privacy, defamation and copyright laws and any corresponding policies; and
- e) they must comply with relevant discrimination laws and ECA 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 ECA's reputation.

7.2 If a Workplace Participant become aware of any such material which may damage ECA or its reputation, the Workplace Participant must immediately notify their manager and the Chief Operating Officer on gavin.dowling@eca.edu.au .

8. Internal social media platforms

8.1 ECA has its own internal Social Media platform, including, but not limited to, Yammer. The content is owned and controlled by ECA 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. Blogging facility social network site

9.1 The website of ECA includes Blogging and social networking facilities that only authorised Workplace Participants may use.

9.2 Authorised Workplace Participants are only permitted to contribute to blogs and social network entries on ECA's website to share information and knowledge, obtain constructive feedback, interact directly with clients, collaborate over projects and solve problems, promote ECA's organisation, and raise ECA's profile.

10. Standards in relation to blogs and sites operated by ECA

10.1 Workplace Participants must not engage in prohibited conduct. Further:

- a) Only Workplace Participants who are authorised by the staff listed in item 5.3 are permitted to publish a blog or social network entry on any sites operated by ECA, and the content of any such blog or entry must first be approved by Chief Operating Officer before publishing.
- b) Workplace Participants **must** list their name and job title and add the following disclaimer: *'The opinions expressed here are the personal opinions of the writer. Content published here does not necessarily represent the views and opinions of Education Centre Australia.'*
- c) Workplace Participants may participate in the ECA-related public communications during normal work time. However, if doing so interferes with any of the Workplace Participant's normal work responsibilities, ECA reserves the right to withdraw the Workplace Participant's access to the communication facilities.
- d) Workplace Participants will be personally legally responsible for any content they publish and need to be aware of applicable laws.

10.2 If a Workplace Participant subsequently discovers a mistake in their blog or social networking entry, they are required to immediately inform the Chief Operating Officer and then take steps authorised by the Chief Operating Officer to correct the mistake. All alterations should indicate the date on which the alteration was made.

11. External social media platforms

11.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Workplace Participants should not disparage or make adverse comments about ECA or other Workplace Participant. This includes where such comments are made whilst a Workplace Participant is contributing to a Social Media Platform using a ECA computer and internet resources and similarly whilst using a non-ECA computer or hand-held device.

11.2 Workplace Participants should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by ECA for monitoring purposes on an ongoing basis.

11.3 If it comes to ECA's attention that a Workplace Participant has made inappropriate and/or unauthorised comments about ECA or another Workplace Participant, ECA 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 ECA computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about ECA or a Workplace Participant via a non-ECA computer or Hand-Held Device.

12. Workplace Participant responsibilities

12.1 Workplace Participants are personally responsible to report any inaccurate, misleading or deceptive information they encounter about ECA and its products and services to the Chief Operating Officer.

13. Warning

13.1 Apart from the potentially adverse effects a blog or social networking entry may have on ECA, inappropriate blogs on internal or external sites can also have adverse consequences for a Workplace Participant in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

13.2 ECA may use and disclose a Workplace Participant's social media posts where that use or disclosure is:

- a) for a purpose related to the employment of any employee or related to ECA'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.

13.3 While users are permitted to use ECA'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 ECA's computer network may be used and/or disclosed as provided for in clause 13.2 above. A Workplace Participant is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of ECA's computer network.

14. Consequences of breaching the Social Media Policy

14.1 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 ECA Contractors, the termination or non-renewal of their contract for service).

15. ECA contact

15.1 Any questions about this Policy should be directed to the Group Manager, Technology and Innovation on 02 8265 3252.

Variations

ECA reserves the right to vary, replace or terminate this Policy from time to time.

Associated documents

- Workplace Surveillance Policy
- Internet and Email Usage Policy

Policy version and revision information

Policy Authorised by: Cesar Muradas

Original issue: 21/11/2017

Title: Group Manager, Technology and Innovation

Policy Maintained by: Cesar Muradas

Current version: 2.0

Title: Group Manager, Technology and Innovation

Review date: 04/12/2019

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: _____