

# Social Media Policy

## 1. Purpose

- 1.1 The purpose of this policy is to encourage employees to generate appropriate social media content in connection with ServiceFM.
- 1.2 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of ServiceFM and that posts made through its social media channels do not damage the ServiceFM's reputation.
- 1.3 ServiceFM embraces the use of social media for the promotion, development, and delivery of ServiceFM's goods and services and is committed to ensuring that social media engagement connected with ServiceFM is lawful, professional, and respectful.

## 2. Scope

- 2.1 This policy applies to all ServiceFM employees, workplaces, and work activities.
- 2.2 Social media includes, but is not limited to, engagement on:
  - Twitter
  - Facebook
  - Instagram
  - Pinterest
  - Google+
  - WordPress/Blogger
  - YouTube/Vimeo
  - iTunes/Podcasting
  - Snapchat
  - TikTok
  - Reddit
  - LinkedIn
  - Online chat forums/tools (e.g., WhatsApp, Messenger, WeChat, Viber)
  - Any other new forms of social media that may emerge from time to time

## 3. Policy Statement

- 3.1 ServiceFM encourages the appropriate use of social media for engagement, collaboration, and promotion that assists in achieving the company objectives and enhance and improve the reputation of ServiceFM.
- 3.2 ServiceFM official social media platforms are managed by the Sales and Marketing Department and contributions are welcome from across the company via the appropriate methods.

## 4. Principles

- 4.1 All posts that relate to ServiceFM must meet content guidelines for use of social media. This includes:
- Posts on or connected with ServiceFM's social media accounts (Professional Social Media Use)
  - Posts on Employees' own social media accounts (Personal Social Media Use)
- 4.2 Only approved employees are permitted to post on ServiceFM's social media accounts. In determining who should be an approved poster, ServiceFM may consider:
- The extent of control ServiceFM has over the employee
  - Whether the employee has the appropriate communication skills
  - What understanding the employee has of the risks of social media
  - Current and form responsibilities and how the employee performed in those
- 4.3 Only approved employees shall have access to social media account passwords and logins.
- 4.4 Employees should seek prior approval from an approved employee, or CEO before engaging in personal and/or professional Social Media use about or connected with ServiceFM, save for promoting or supporting ServiceFM's activities.
- 4.5 Employees should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. ServiceFM expects employees to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 4.6 When engaging in Professional Social Media Use, ServiceFM expects that employees will:
- Be professional and respectful
  - Promote the best interests of ServiceFM
  - Not include misleading or deceptive statements or inferences
  - Refrain from inappropriate swearing
  - Only include intellectual property (such as photos, videos, and quotes) that ServiceFM has permission to use or that do not require permission to use
  - Comply with ServiceFM's Privacy Policy
- 4.7 When engaging in personal and/or professional social media Use, employees must also ensure that they:
- Don't use a work email address to register personal social media accounts
  - Refrain from conduct that has the potential to damage ServiceFM's reputation
  - Don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other employees, clients, or stakeholders of ServiceFM
  - Don't make comments that are, or could be perceived to:
    - Be made on behalf of ServiceFM, rather than an expression of a personal view unless approved or consistent with the social media policy and procedure
    - Compromise the employee's capacity to fulfil duties in an impartial and unbiased manner
    - Are mindful that their behaviour is bound by ServiceFM's policies, procedures, and code of conduct, even outside work hours; and
  - Make clear that any views expressed in personal social media use are their own and not those of ServiceFM (however, this will not necessarily protect them from breaching the policy)
- 4.8 If an employee breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their engagement.

## 5. Feedback

Feedback about this document can be emailed to [compliance@servicefm.com.au](mailto:compliance@servicefm.com.au)

## 6. Endorsement

6.1 This policy is authorised, supported, and approved by:



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James Pollock – Chief Executive Officer

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