

Social Media Policy

Adopted by the Committee of Management: 07/08/2018

South Eastern Radio Association Inc (Casey Radio 97.7FM) is committed to community service and this policy outlines our ongoing obligations to you in respect of how we manage Social Media.

1. Social Media Policy

1.1 The Social Media Policy ('Policy') relates to South Eastern Radio Association Incorporated ('Casey Radio') 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 August 14, 2018. 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, volunteers and members of Casey Radio, as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Casey Radio workplace.

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

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

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 Casey Radio; non-public information about the organisation and affairs of

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Casey Radio 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 Casey Radio or obtained in the course of volunteering, working or providing services to Casey Radio that is by its nature confidential.

- c) **'Computer'** includes all laptop computers and desk top computers.
- d) **'Employee'** includes paid employees and contractors, and unpaid volunteers, presenters or people otherwise involved in the delivery of Casey Radio services.
- e) **'Hand Held Device'** includes all such devices which are used by Casey Radio Employees and Casey Radio Contractors , inside and outside working hours, in the workplace of Casey Radio (or a related corporation of Casey Radio) 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.
- f) **'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.
- g) **'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.
- h) **'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 Casey Radio in social media

5.1 In consideration of the type of business of Casey Radio, any comments about or

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in connection with Casey Radio made in a social media platform must be factual and consistent information with Casey Radio's goals and objectives. This means protecting commercially sensitive information in accordance a Casey Radio Employee's contract of employment and a Casey Radio Contractor's contract for service.

- 5.2 All Casey Radio Employees and Casey Radio Contractors are restricted from making comments on behalf of Casey Radio or using Casey Radio's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Presenters having social media accounts which highlight their attachment to Casey Radio **must** include the president as a admin of those pages/sites in order to aggregate the audience numbers into the social media reporting platform.
- 5.4 Only the following Casey Radio Employees are authorised to speak on behalf of Casey Radio on Social media platforms:
 - a) The Public Officer/Secretary
 - b) The President
- 5.5 Casey Radio recognises that circumstances may arise in which Casey Radio Employees and Casey Radio Contractors make mention of Casey Radio in social media.
- 5.6 Unless authorised by Casey Radio, any comments made by Casey Radio Employees and Casey Radio Contractors must contain a disclaimer that they are not representing Casey Radio and do not have authority to speak on behalf of Casey Radio, and the views of the Casey Radio Employee/Casey Radio Contractor do not represent the views of Casey Radio.

6. **Acknowledgement**

- 6.1 All Casey Radio Employees, Volunteers, Members and Casey Radio Contractors acknowledge that:
 - a) they are not to make comments which might reflect negatively on Casey Radio's reputation or make deliberately false or misleading claims about Casey Radio, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the person to correct the statement;
 - b) they must not disclose confidential or commercially sensitive information about Casey Radio including Casey Radio's Confidential Information or Intellectual Property. This obligation continues after the

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employment, membership or engagement ceases;

- c) they must not endorse or cite any client, partner or supplier of Casey Radio without the explicit prior permission of the Committee of Management;
- d) they must observe the relevant privacy, defamation and copyright laws; and
- e) they must comply with relevant discrimination laws and Casey Radio 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 members) in the social media environment may also damage Casey Radio's reputation.
- 7.2 If you become aware of any such material which may damage Casey Radio or its reputation, you must immediately notify the Committee of Management.

8. External social media platforms

- 8.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Casey Radio Employees, Volunteers, Members and Contractors should not disparage or make adverse comments about Casey Radio, any Casey Radio Employee, Member, Volunteer or any Contractor. This includes where such comments are made whilst a Casey Radio Employee, Member, Volunteer or Casey Radio Contractor is contributing to a social media platform using a Casey Radio Social Media Platform using a Casey Radio computer and internet resources and similarly whilst using a non-Casey Radio computer or hand held device.
- 8.2 Casey Radio Employees and Casey Radio Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by Casey Radio for monitoring purposes on an ongoing basis.
- 8.3 If it comes to Casey Radio's attention that a Casey Radio Employee or Casey Radio Contractor has made inappropriate and/or unauthorised comments about Casey Radio or a Casey Radio Employee or Casey Radio Contractor, Casey Radio 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 Casey Radio computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about

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Casey Radio, a Casey Radio Employee or Casey Radio Contractor via a non-Casey Radio computer or Hand Held Device.

9. Casey Radio employees' and Casey Radio contractors' responsibilities

9.1 Casey Radio Employees and Casey Radio Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Casey Radio and its products and services to the Committee of Management.

10. Warning

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

10.2 Casey Radio 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 Casey Radio'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.

10.3 Employees and Contractors must be mindful that any information (personal or other) they disclose while using Casey Radio's computer network may be used and/or disclosed as provided for in clause 10.2 above. An Employee, Volunteer, Member 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 Casey Radio's computer network.

11. Consequences of breaching the Social Media Policy

11.1 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 Casey Radio Contractors, the termination or non-renewal of their contract for service).

12. Casey Radio contact

12.1 Any questions about this Policy should be directed to the Secretary of the

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Association

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

Casey Radio values the benefits of social media to build meaningful relationships with its listeners, subscribers, guests, staff, volunteers, stakeholders and the local community.

Casey Radio encourages volunteers to actively participate in social media and to use it for the benefit of Casey Radio.

Casey Radio also recognises the evolving nature of social media and these guidelines are intended to provide a reduction in risk for both Casey Radio and its volunteers.

DEFINITIONS The following definitions apply:

Definition

Social Media: Any website or application where people can engage with one another via text or images is regarded as using social media.

Casey Radio refers to the following types of websites as examples of 'social media':

Facebook, Twitter, LinkedIn, Pinterest, Google+, Flickr, YouTube, Vimeo, MySpace, Bebo, Friendster, FourSquare, Blogs, Forums, and discussion groups, Wikipedia.

This list is not comprehensive or exhaustive and will adapt and grow as new social media opportunities arise.

POLICY

The social media guidelines below set out the expectations for how social media should be used for Casey Radio and applies to all volunteers using social media on behalf of Casey Radio, and when referring to Casey Radio in their personal use of social media.

The guidelines do not apply to volunteers' personal use of social media where no reference is made to Casey Radio.

Be respectful of all individuals and communities which you interact with in social media platforms. Be polite and respectful of other people's opinions, even in times of online debate.

Ensure that any content you publish is factually accurate and complies with the Privacy Act. Only offer comment on topics that fall within your area of responsibility at Casey Radio.

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For other matters, alert the relevant topic expert and, if the situation requires a timely response, let the relevant person know that the request needs an immediate response.

- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Casey Radio , its volunteers, competitors and/or other business related individuals or organisations.
- Ensure you do not disclose other people’s personal information within social media platforms.
- Do not disclose confidential Casey Radio information, for example financial details, business plans, imminent departure of key people, etc.
- Ensure that you do not misconstrue your personal comments in your own social media profiles as representing an official Casey Radio position.
- Identify yourself as an Casey Radio volunteer if you refer to Casey Radio, its volunteers, competitors and/or other business related individuals or organisations.
- Be mindful of the importance of not damaging Casey Radio’s reputation and/or bringing Casey Radio into disrepute

13. Consequences of breaching the Social Media Policy

If you are deemed to have breached the guidelines above you may face disciplinary action, which may result in the termination of your membership and privileges with Casey Radio.

14. Casey Radio contact

Any questions about this Policy should be directed to the Secretary of the Association

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