



Social Media Policy

Purpose

This Policy provides guidance to all HKRP employees, contractors, and subcontractors, about engaging in social media.

Responsibilities

All employees are responsible for being aware of this Policy and understanding their responsibilities. Employees should also be aware of and understand how this Policy interacts with legislation and other HKRP Policies. Failure to comply with this Policy may result in disciplinary action and, in more serious cases, may result in termination of employment.

Where an employee becomes aware of inappropriate or unlawful online content that relates to the business, they must report it to the Managing Director immediately.

Definitions

Social Media – term used for internet-based tools for sharing and discussing information amongst people. It refers to user generated information, opinion and other content shared over open digital networks. Social media may include but not limited to:

- Social networking sites (for example Facebook, LinkedIn, Twitter);
- Video and photo sharing websites (for example YouTube);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets (for example 'comments' or 'your say' features);
- Micro blogging (for example Twitter);
- Wikis and online collaborations (for example Wikipedia);
- Forums, discussion boards and groups (for example Google groups, Whirlpool);
- Online multiplayer gaming platforms (for example World of War craft); and
- Instant message (including SMS, WhatsApp, Messenger, Teams etc).

Social media also includes all other emerging electronic/digital communication applications.

Nothing posted on social media is private, users should not rely on promises from providers for privacy or confidentiality. Posting information intended for a select group of people still carries a high risk of disclosure to unintended third parties.

Professional Use of Social Media

Employees must not comment or post on behalf of HKRP without written approval from the Managing Director.

If an employee is granted permission to comment they must:

- Only communicate information classified as public information and clearly identify it as their own personal view;
- Ensure all content published is accurate and not misleading;
- Ensure comments are respectful of the community in which they are interacting online; and
- Adhere to appropriate legislation and company Policy on bullying, sexual harassment, defamation, and confidentiality.

Personal Use of Social Media

This Policy does not aim to discourage or unduly limit employees using social media for personal expression or other online activities in their personal lives.

Employees should be aware of and understand the potential risks and damage to HKRP that can occur, either directly or indirectly from their personal use of social media and should comply with this Policy to ensure the risk is minimised.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Managing Director on how to comply with the following obligations.

To avoid breaching this Policy employees must:

- Only disclose and discuss publicly available information;
- Ensure that all content published is accurate and not misleading and complies with all relevant company policies;
- Expressly state that stated views are personal and are not representative of HKRP;
- Behave politely and respectfully; and
- Adhere to appropriate legislation and company Policy, including bullying, sexual harassment, defamation, and confidentiality.

Employees must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a court order or is otherwise unlawful;
- Use HKRP email address or logos or insignia that may give the impression of official support or endorsement of their personal comment;
- Use or disclose any confidential information or personal information obtained in their capacity as an employee; and
- Comment or post any material that might otherwise cause damage to HKRP reputation or bring it into disrepute.

Reasonable and Unreasonable Use

When accessing social media on company's property or services provided by HKRP, i.e. mobile phone, laptop, PC, tablet etc, employees must do so in accordance with HKRP *Information Communication & Technology Policy*, which requires employees to use these resources reasonably, in a manner that does not interfere with work and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- Using LinkedIn to look for potential leads or sales contacts; and
- Updating Facebook status and posting messages during breaks.

Employees should not use HKRP Internet and computer resources to provide comments to journalists, politicians and lobby groups other than as authorised.

It is not acceptable to spend time using social media that is not related to your work unless it occurs in your own time (for example during breaks) or at time acceptable by your manager.

Employees must not use company time or resources to promote any other business on social media.

Employees are to refrain from publishing material that may cause injury to another person, organisation, association or company's reputation.

Examples of unreasonable use include:

- Browsing or posting comments on Facebook during working hours;
- Posting pornographic or sexually suggestive material; and
- Using social media at work to promote personal financial gains.

If you require more information or guidance on this Policy, please contact the Managing Director.



Hitesh Patel, Director