

# Social Media

## POLICY AND PROCEDURE

### Purpose

To create transparency around the use of social media for all employees in the workplace and at home where a user's affiliation with Subee is known.

### Scope

This policy applies to social media hosted by Subee Pty Ltd and independent platforms where the employee's affiliation is known, identified, or presumed. This policy applies to all social media platforms.

This policy should be read in conjunction with the following Subee Pty Ltd policies:

- Privacy and Confidentiality Policy
- Code of Conduct Policy
- Professional Boundaries Policy
- Working from home Policy
- Data Breach Policy
- Mobile Phone Policy and
- Internet, email and computer use policy

### Definitions

**Blog:** short for 'Web log', is a site that allows an individual or group of individuals to share a running log of events and/or personal insights with an (unknown) online audience.

**Electronic media:** non-computing devices such as flash memory drives, CDs, DVDs, tapes, hard disks, internal memory and any other interchangeable, reusable and/or portable electronic storage media on which (1) electronic information is stored, or (2) used to move/share data between computing systems/devices.

**Subee Pty Ltd Information:** Information in any form or media that is created by or on behalf of Subee Pty Ltd in the course and scope of its business, regardless of whether that information is maintained or stored by Subee Pty Ltd and others on its behalf. Examples include, but are not limited to, client records, employee records, financial information, company competitive information, Subee Pty Ltd developed intellectual property, and business email messages.

**Podcast:** A collection of digital media files distributed over the Internet, often using syndication feeds, for playback on portable media players and personal computers.

**RSS feeds or Syndication feeds:** A family of different formats used to publish updated content such as blog entries, news headlines or podcasts and "feed" this information to subscribers via e-mail or by an RSS reader.

**Social Media:** Include but are not limited to blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e., Wikis), RSS feeds, video sharing, and social network like MySpace, Twitter, Instagram, Facebook and the like.

**Wiki:** allows users to create, edit, and link Web pages easily; often used to create collaborative web sites (called 'Wikis') and to power community Web sites.

### Responsibility and Authority

The Human Resource Coordinator has responsibility and authority to ensure this procedure is followed.

All employees are responsible for knowing and following this procedure.

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### Procedure

Employees are expected to respect clients, their families and one another; protecting confidentiality, privacy, and security; and safeguarding the proper use of Subee Pty Ltd assets.

Employees must not use social media to comment about their work at the Subee Pty Ltd whether it has the potential to identify any clients in their care, and/or harm the image and reputation of the organisation.

No photographs of any clients, staff and Subee Pty Ltd facilities can be taken and posted on any social media and other websites without informed consent from the individuals involved and/or the business owner in the case of facilities.

Employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity when posting to a Subee Pty Ltd hosted site.

Subee Pty Ltd-hosted blogs must focus on subjects related to the organization.

Employees may not post content or conduct any activity that fails to conform to any and all applicable State and Federal laws. For Subee Pty Ltd and our employees' protection, it is critical that everyone abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

Employees must seek approval from the Business Owner or Company Director before setting up a Subee Pty Ltd blog or other social media site.

Employees may not disclose any confidential or proprietary information of or about SUBEE PTY LTD, its affiliates, vendors, or suppliers, including but not limited to business and financial information, represent that they are communicating the views of SUBEE PTY LTD, or

do anything that might reasonably create the impression that they are communicating on behalf of or as a representative of SUBEE PTY LTD.

Employees must not discuss, disclose, or post information of any kind regarding incidents and events that occurred at any SUBEE PTY LTD site on any social media and other websites.

Employees may not use or disclose any client identifiable information of any kind on any social media as per the Privacy Policy.

Self-Hosted Sites - Employees must not say or suggest that the views and opinions they express related to Subee Pty Ltd and generic aged care or disability topics represent the official views of Subee Pty Ltd.

Employees may not use or disclose any client identifiable information of any kind on any social media as per the Privacy Policy.

Self-Hosted Sites - Employees must not say or suggest that the views and opinions they express related to Subee Pty Ltd and generic aged care or disability topics represent the official views of Subee Pty Ltd.

Employees may not list Subee Pty Ltd as their place of employment as a link on any kind of social media site.

### Breaches of this Policy

Should this policy be breached, Management may have to take disciplinary action leading up to and including termination.

### Worker participant acknowledgement

*I acknowledge receiving the Subee Code of Conduct; that I will comply with the Code; and that there may that there may be disciplinary consequences if I fail to comply, which may*

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result in the termination of my employment or contract for services.

Workplace participants name:

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Signed:

Date:

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