

**POLICY STATEMENT – STE 1300apprentice SOCIAL MEDIA POLICY****POLICY NO: 27/11****OBJECTIVE: TO ENSURE THAT EMPLOYEES OF SYDNEY TRAINING AND EMPLOYMENT LTD (STE) ARE AWARE OF LEGAL RESPONSIBILITIES WHEN USING SOCIAL MEDIA.****OUTLINE**

The following policy covers the legal responsibilities of Sydney Training and Employment Ltd (STE) employees when using social media. Failure to comply with this policy may result in the employee facing disciplinary action involving a verbal or written warning or, in serious cases, immediate termination of employment. 1300apprentice may recover from the employee any costs incurred as a result of a breach of this policy. If the employee breaks the law, the employee may also be personally liable. STE has also included some warnings to protect our employees personally.

**1. Maintaining Reputations**

- (a) when using Social Media be cautious expressing opinions and ensure they are done in a respectful manner. Each person is legally responsible for any commentary and can be held personally liable for any commentary deemed to be defamatory, obscene or libelous
- (b) do not denigrate or insult others – this includes STE, our competitors, Host employers and any other organisation or person. Remember, outside parties can pursue legal action against a person for comments made using social media
- (c) only those authorised in writing by 1300apprentice or Host employer may use company's logo's, trade marks and other associated material for work related purposes only. If unsure, liaise with a 1300apprentice representative
- (d) when using social media, do not use the company logo's, trade marks and other associated material of 1300apprentice or any Host employers in personal blogs or postings

**2. Protect Proprietary and Confidential Information**

Be aware that anything that is posted online is not a private discussion. Therefore:

- (a) do not use any social network to discuss 1300apprentice, Host employers, employees of 1300apprentice or employees of Host employers
- (b) do not use any social network to discuss confidential information of 1300apprentice or Host employer including, but not limited to, sales data and plans, client details, company finances, strategies, product information or anything that is considered confidential information
- (c) be careful with individual personal information – information can be utilised by criminals and use it to impersonate an individual person. It can also alert them to when a person is not home, especially holiday information

### 3. **Be Aware**

Be cautious of all emails received unless certain the source can be trusted. For example, you may receive an email from what appears to be a banking institution. The email will claim there is a problem with your account and requests you click on a link that then requests your user name and password. The link may look like a real website but it is invariably a fake to obtain your personal information or to infect your computer with a virus or keystroke logger.

### 4. **Social Media Best Practices**

- (a) be respectful - do not post any material that is or may be considered obscene, defamatory, profane, libelous, threatening, abusive or embarrassing to another person
- (b) abide by the law and respect copyright laws – ensure written permission is in place to use or reproduce any copyrighted text, photo's, graphics, logo's, trade marks or other material owned by others
- (c) take responsibility – the person posting the comments can and will be personally liable for any derogatory comments using social media
- (d) Note this policy does not apply to personal use of social media platforms where there is no reference to 1300apprentice or Host employer related issues