

# Social Media Policy

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## 1. Purpose

The purpose of this policy establishes and sets minimum standards for the personal and professional use of Avivo's social media platforms by all employees, stakeholders and contractors. The policy encourages people to take responsibility for their activity, be effective in their workplace and respect the privacy and confidentiality of all by keeping in mind our vision and values.

While it remains a journey of discovery and a valuable addition for the organisation in areas such as marketing, internal collaboration, and customer support and engagement; interactive services such as Facebook, YouTube and Twitter, online blogging, discussion forums, and websites are part of Avivo's future as a community benefit organisation and have become a part of work and the private lives of all Avivo employees, stakeholders and contractors.

## 2. Introduction

Social Media has changed the way people communicate with each other; interact with government bodies and organisations. While many have taken the plunge with Social Media and seek their own social media journey, the use of it as a business tool is growing rapidly and has created unprecedented opportunities for organisations to communicate with their stakeholders and employees.

We recognise that Social Media is now a common form of online communication and social networking. By using Social Media, we were able to identify ways to meet emerging needs; monitor competition; join existing social media conversations, in particular discussions on topics relevant to the organisation; keep abreast of the latest developments in fields of interest and collaborate with other agencies.

## 3. Scope

The primary focus of this Social Media Policy relates to the personal use of external social media platforms by employees, stakeholders and contractors, including:

- People we work with
- Customers
- Services we offer
- Our marketing, employment, training practices, events or initiatives
- Our competitors
- Our industries

## 4. Policy

Avivo recognises that employees will increasingly use social media to interact with each other and the community. The policy applies to all online communication and provides a framework for safe online participation by employees, stakeholders and contractors. The Policy applies to all employees who use social media for official purposes, whether during work hours or outside of it.

## Personal use of external social media platforms

- Be aware of your responsibilities when you mix work and your personal life. Whether at work or home, when posting information to a social media platform for personal use, you must not use an Avivo email address or other Avivo details.
- Be transparent and identify yourself when discussing or communicating a point of view. You should neither claim nor imply that you are speaking on Avivo's behalf unless you have been authorised to do so in accordance with the Communications Policy. Any personal posting (blogs, messages or tweets) of any sort should be identified as your own. For example, "These comments are my personal views and do not reflect the views of Avivo"
- Consider what you say, before you say it. Any posting or communication must not be used to attack, threaten, insult, harass, intimidate or abuse co-workers, people we support, competitors or regulatory bodies.
- Value, respect and maintain a positive image and reputation of the organisation.
- Respect everyone's right to communicate openly, sensitively and accurately.
- Maintain the confidentiality of all information gained in the course of your work that may cause damage to Avivo's reputation by posting it on any social media platform under any circumstances.
- Use language that is respectful and considerate of all, including co-workers, customers and family members.
- Be aware of all security and privacy settings on all social media sites you visit and that of Avivo's social media platforms and comply with the terms and conditions of use.
- You are solely responsible and accountable for what you share, publish or disclose online as anything posted or communicated will be available for an indefinite period of time even if you attempt to modify or delete that information.
- Respect people's privacy by not sharing images related to Avivo or Avivo employees, stakeholders and contractors unless you have their express permission.
- Avivo has the right to request you to remove any images from a social media site or social media account which relates to Avivo.

## Consequences of Breach

Breach of this policy will be dealt in accordance with standards set in Avivo's Code of Conduct. Non-compliance with this may result in disciplinary action.

## 5. Responsibilities

### Approval Framework for Avivo's Use of Social Media

Avivo uses a variety of social media platforms as part of its integrated marketing and communications strategy. The Social Media Policy is monitored and sits with the Communications and Engagement Team. Content posted on any official Avivo Social Media accounts will be monitored and overseen by the team. Employees who participate in this exchange of content must exercise responsibility over what they say and post.

The team monitors and oversees:

- A coordinated and consistent approach to using social media
- Approval to post or communicate content on Avivo related issues
- Any social media platform for Avivo business or professional purposes should be brought to the attention of the People and Culture Team
- Information posted to online/social networks and the internet may be required to be produced or disclosed in any litigation or in relation to a regulatory enquiry or investigation
- Responding, managing and reporting on both positive and negative or inflammatory posts

## 6. References

None.

## 7. Related Documents

GOV-LGL-16 Avivo Constitution

OP-POL-20 Advocacy Policy

OP-POL-72 Charter of Rights & Responsibilities Policy

OP-POL-74 Privacy & Confidential Policy

EMP-POL-6 Code of Conduct Policy

## 8. Definitions

Social media includes but is not limited to:

- Social/business networking sites (Facebook and LinkedIn)
- Blogging or micro blogging (Twitter etc.)
- Video and photo sharing websites (YouTube, Flickr, Instagram)
- Forums and discussion/bulletin boards (Google groups, Yahoo Groups etc.)
- Online encyclopaedias (Wikipedia)