

## Emu Gully Social Media Policy

### Application

- The values, ethics and confidentiality rules you live and work by should be the same whether you're 'tweeting', talking to school children or chatting over the neighbour's fence. Your responsibility to Emu Gully does not end when you leave work for the day. Accordingly, this policy applies to all social media activities:
  - while you are working for Emu Gully, regardless of where it is performed
  - when you use Emu Gully's IT systems or equipment, even if it is for personal use
  - whenever you access Emu Gully digital information whether it is from Emu Gully's IT network or the 'cloud'
  - whenever you convey information about Emu Gully even if it is personal e.g. a picture with you in uniform.
- Social media activities include:
  - interacting with social networking sites, including Facebook, Twitter, LinkedIn and Tumblr
  - interacting with video and photo sharing websites, including Flickr, YouTube, Instagram and Pinterest
  - interacting with blogs, including corporate blogs, personal blogs and blogs hosted by media outlets
  - interacting with wikis and online collaborations, e.g. Wikipedia
  - interacting with forums, discussion boards and groups, e.g. Google groups
- This policy covers the use of all social media by Emu Gully staff. It is to be used in conjunction with the Emu Gully Child Protection, Unacceptable Behaviour and Workplace Bullying policies and the Emu Gully Code of Conduct.

### Emu Gully Staff Responsibilities

- You are personally responsible for the content you publish on Facebook, or any other form of user-generated media such as Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Tumblr, Flickr, and Reddit.
- Even if you limit the privacy settings on your social media platform to your 'friends' or 'contacts'; the nature of social media means that comments are easily forwarded to others widening their audience.
- Protect yourself. Be careful about what personal information you share online. The internet never forgets. Social media can leave a permanent record of your posts. Even when these have been taken down from the site; it can be difficult (if not impossible) to permanently remove the information if it has been circulated widely. If you are about to publish something that makes you even the slightest bit uncomfortable ... then do not!
- The same applies with any electronic recordings of you taken by camp participants at Emu Gully. Emu Gully asks that electronic equipment is not to be brought on camp so this should not happen. Notwithstanding the almost unlimited potential for photo-shopping, video editing, etc, you must advise the CEO if you are concerned if something has been recorded that might be used in an adverse way.
- Others will associate you with Emu Gully when you identify yourself as an employee. Ensure your Facebook profile and related content is consistent with how you wish to present yourself with clients and co-workers.
- Dress and behave accordingly. Be very careful with all that you do and say. It may be recorded and appear online anywhere anytime. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the Emu Gully workplace.
- Do not initiate or accept social media engagements with Emu Gully camp participants unless approved by the CEO.
- Show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory.
- Using your public voice to trash or embarrass your employer, co-workers, client groups or even yourself is not okay - and not very smart. The consequences can be far-reaching ... even dismissal.
- Respect copyright. If it is not yours, don't use it or check with the owner first. Don't reference others without their approval. When you do link back to the source.
- Even with good intentions, anything you publish about Emu Gully could harm the company. If in doubt, ask the CEO.
- Just because information on Emu Gully is available via DROPBOX and the internal P drive, it is not OK to let the rest of the world see, know or use it ... unless you are approved to do so.
- Do not comment on work matters e.g. restructures, bookings, camp prices, budgets, etc unless approved to do so.
- Messages from our CEO to employees are not meant for the media. If Emu Gully wanted a newspaper to know how the CEO sees our future, he would call them up and tell them.
- Your job comes first. Unless you are the Social Media Manager, don't let social media distract you from your job.

### Monitoring

- We may monitor your social media activity that accesses Emu Gully digital information. The purpose of such monitoring is to ensure that your co-workers and our business are not adversely affected by your conduct.
- The information will be kept secure and will only be disclosed to persons within Emu Gully as is necessary to ensure compliance with this policy.

### Consequences of Breaching this Policy

- A breach of this policy may result in disciplinary action, which may include dismissal.
- We will ask you to delete any information on any social media platform that is in breach of this policy.

### Facebook Page

Emu Gully will create an "Emu Gully Adventure Education Inc" Facebook page sometime in the near to mid future. The main purpose of the page is to provide a means to communicate with our target audience and let them communicate with us. A secondary aim is to stop 'mock up' pages by others. The above policy will apply to this Facebook page.