

Social Media Policy



This Social Media Policy applies to all EDL staff (people who work for EDL in Australia or overseas, including employees, contractors, consultants and student interns, etc).

This policy is intended to provide EDL staff with clarity on the use of social media platforms and to limit the risk of reputational damage to EDL and EDL stakeholders (including other EDL staff, customers and suppliers, etc) arising out of such use.

Social media is online media that allows for interaction and/or participation such as:

- social networking and blogging/micro-blogging sites like LinkedIn, Facebook, Twitter, Blogger, Reddit, MySpace, Tumblr, etc
- video/photo/content sharing sites like Instagram, Snapchat, YouTube, Pinterest, Flickr, etc
- online forums and discussion blogs, including comments on online news articles
- wikis and online collaborations
- podcasting and/or vodcasting
- online multiplayer gaming platforms
- instant messaging, including SMS.

Social media and the internet should not be considered anonymous, and EDL staff should use good judgement about placing material on social media and in what context, especially where that material has the potential to reflect on EDL or our stakeholders.

When participating in social media in a personal capacity, the legal obligations of EDL staff (as an employee, consultant or contractor etc) to EDL remain the same as they would be in other contexts of your life, even if you believe you are participating anonymously.

EDL expects that EDL staff be aware that content published on social media is likely to be in the public domain, and will probably remain there for many years. As such, you must be aware of and comply with the following:

- your social media behaviour where it relates to EDL is still bound by EDL's SPIRIT values and Code of Conduct and all other EDL requirements and EDL policies even if outside work hours
- you should not make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful about your work or about EDL or EDL stakeholders
- comments you make should not be or be perceived to be:
 - made on behalf of EDL
 - compromising your capacity to fulfil your duties as an EDL staff member
 - a gratuitous personal attack connected with EDL or you as an EDL staff member
 - criticism of EDL or EDL stakeholders
 - compromising confidence in EDL
 - disclosing commercial in confidence information about EDL/EDL's parent entity.

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You should be aware of your responsibilities under your contract of employment or contract for services with respect to confidentiality and EDL's policies, with respect to:

- Information Technology Usage
- Corporate Communications
- Diversity and Inclusion
- Code of Conduct
- Workplace Harassment.

If you are accessing social media via EDL's internet and intranet systems, you must do so in accordance with the Information Technology Usage Policy, which requires you to use these resources reasonably and in a manner that does not interfere with your work and that is not inappropriate or excessively accessed.

Misuse of social media can have serious consequences for EDL, and consequently that misuse can have serious consequences in terms of disciplinary action for staff. In the event of serious misconduct, disciplinary action up to and including summary dismissal may occur.

EDL staff who undertake personal activity in the social media space should self-moderate. They should use common sense and be sensible in their use of social media. EDL staff should always ensure that their use of social media is in line with this Social Media Policy.

A handwritten signature in black ink, appearing to read 'J Harman', is positioned above the name of the Chief Executive Officer.

James Harman, Chief Executive Officer

Version Date: 03 October 2019 (Review Date: October 2021)

Scope: this policy applies to all EDL employees, contractors, directors and officers at all EDL locations.