

# Social Media Policy

## // About this document

### **Policy purpose:**

The purpose of this policy is to provide Plan2go Crew Members guidance on how to navigate the social media sphere and how to use social media effectively and professionally.

### **Policy authority:**

This policy has been authorised by the Captain in Charge and is available to all staff. It has been developed in consultation with staff and will be revised on a regular basis. This policy complies with the ACCC guidelines for businesses using social media. Social media is a medium for communication and like any communication must adhere to the Plan2go Code of conduct.

### **Policy application:**

All Go2crew must comply with this Social media policy in their conduct of official business for Plan2go and should seek clarification from their line manager or the People and Culture Crew if they have any questions.

### **Expected update frequency:**

Yearly

### **Policy location:**

<http://plan2go.nctafe.edu.au/assets/intranet/Crew-Folders/Customer-Experience-Crew/Social-Media-Policy.pdf>

## // Document control

Version	Description	Date modified	Author
1.0	Initial policy written	6/07/2012	Ria Clarkson Di Cormack
1.1	Annual review of policy	30/07/2013	Di Cormack
2.0	Template and branding update	20/01/2014	Emily Burr

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# 1. Introduction

## 1.1 What is social media

For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to, blogs, wiki's and social networking sites such as Facebook, LinkedIn, Twitter, Pinterest, Instagram and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

## 1.2 Types of social media

Term	Definition
<b>Blog</b>	A discussion or informational site published on the internet and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first).
<b>Facebook</b>	The biggest social networking site with over 1.3 billion users registered. Users create a profile and invite "friends" to view the contents of this profile. Useful for marketing due to the capacity to "like" and "share" product and services information. Companies can set up business pages, much like a website, and engage with customers.
<b>Foursquare</b>	An information app which lets members "check in" to a restaurant, coffee shop, airport, or other place and broadcast their whereabouts to friends.
<b>Instagram</b>	An online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms.
<b>LinkedIn</b>	A professional networking service where users can access connections from other professionals. Users can invite anyone (whether a site user or not) to become a connection.
<b>Pinterest</b>	Users can instantly clip pictures of things they discover on the Web, by searching Pinterest or from their personal photos (clothing, recipes, hotels, design ideas, products and services) onto their own themed boards. These boards can be public or secret.
<b>Tumblr</b>	A microblogging platform and social networking website which allows users to post multimedia and other content to a short-form blog.
<b>Twitter</b>	An online social networking service that enables users to send and read short 140-character messages called "tweets". Used extensively by public figures, Twitter's usage spikes during prominent events.



Term	Definition
YouTube	Owned by Google, YouTube is a video sharing website. Unregistered users can watch videos, and registered users can upload videos to their channels.
Wiki	A website or database developed collaboratively by a community of users, allowing any user to add and edit content.

Table 1 – Types of social media

## 2. Policy statement

### 2.1 Policy scope

This policy covers all employees of Plan2go and all operations undertaken by these people. This policy applies to all business operations and functions, including those situations where Crew are required to work off-site. GoTo Crew are free to publish or comment via social media in accordance with this policy. Plan2go Crew are subject to this policy to the extent that they identify themselves as Plan2go employees, this does not include an incidental mention of place of employment in a profile or similar.

### 2.2 Policy implementation

The following outlines how all GoTo Crew should conduct themselves when using social media and within the social media realm:

- Abide by the ethical standards outlined in the Plan2go Code of conduct. What you write on any social media or multi-media site can have consequences for you and failure to abide by the Code of conduct may lead to disciplinary action.
- Never make false or misleading claims about Plan2go, its operation or staff members on social media sites linked to either your personal or professional profile.
- Personal social media accounts should normally not be used for business communications. The lines between your personal and professional lives are blurred in social media. Seek advice from the People and Culture Crew if you are in doubt.
- GoTo Crew should take care not to imply their employer's endorsement of their personal or political views.
- When posting comments on any social media site, respect copyright laws, you must acknowledge sources and link to them if possible.



- Partial disclosure of confidential information should be avoided. It may be that no one particular post, or tweet, discloses any particular confidential information, but that disclosure can occur by a process of "jigsaw identification" when a number of such posts or tweets are put together.
- GoTo Crew must not allow social media usage to interfere with their effectiveness or productivity while at work, including when working offsite or from home.

## 3. Roles and responsibilities

All GoTo Crew have obligations under the Code of conduct in relation to confidential information, and in particular, it is worth pointing out that even comments made on social media when not at work are covered by this code if Plan2go is mentioned, referred or inferred in any way.

## 4. Review and approval

This Social media policy will be reviewed annually or more if required by the directors and approved at least every year by the Captain in Charge.

## 5. Access

Access to the Social media policy and support for personal use of social media will be made to each crew member of Plan2go. It is available via the staff intranet. Hard copies are also retained by each manager.

