

Social Media Policy

Overview

NBN Co recognises that employees, contractors and consultants may choose to express themselves and communicate online through social media.

Social media offers employees, contractors and consultants the chance to create, share and consume content and in doing so enhance understanding of the work of NBN Co.

However, the internet is not an anonymous tool and there is a need to use good judgement about what material appears online and in what context especially where that material has the potential to reflect on NBN Co and/or its customers.

Purpose

This policy has been developed to protect NBN Co's interests and ensure that NBN Co's employees, contractors and consultants who choose to participate in social media do so in a responsible manner.

Scope

This policy applies to Directors, employees, contractors and consultants of NBN Co.

This policy applies to the use of current and emerging forms of social media including social networking sites, blogs, micro-blogs, online discussion forums, collaborative spaces and media sharing services.

Only nominated NBN Co employees are authorised to make comment to the media or make comment via social media on behalf of NBN Co.

Should an employee, contractor or consultant be approached by a member of the media they should refer the person to the media team. Please see related policy on the release of information to the public domain.

Similarly, if you are asked a question about NBN Co by a member of the public via social media, you should refer the question to one of NBN Co's Digital Communication Managers who are authorised to comment in social media.

For those employees who are authorised to use social media channels such as Twitter and Facebook on behalf of NBN Co they should refer to the guidelines prepared by the Media Team.

Policy

Social media is defined in this policy as all online or social media sites that allow user participation and interaction.

Social media sites include but are not limited to:

- ▶ Facebook
- ▶ YouTube
- ▶ Twitter
- ▶ LinkedIn
- ▶ Foursquare
- ▶ Google+
- ▶ Whirlpool
- ▶ Pinterest
- ▶ Instagram

- ▶ Tumblr
- ▶ Snapchat

Social media includes any site that allows a user to contribute content whether that is in the form of status updates, articles, blog entries, photos, images, video or comments, forums or live chat. This includes news websites displaying articles that users can respond to in comments.

Official NBN Co social sites can only be set up and branded by authorised NBN Co staff. Any questions or comments directed to any official NBN Co page can only be responded to by NBN Co authorised staff.

When participating in social media other than on behalf of NBN Co, your legal obligations as an employee, consultant or contractor with NBN Co remain the same as they would be in other contexts of your life, even if you believe you are participating anonymously.

Should an employee, consultant or contractor choose to participate as a private citizen in social media, they should do so without damaging the reputation of or infringing the intellectual property rights of NBN Co, its employees, contractors, consultants, customers or suppliers. NBN Co may take reasonable and lawful steps in relation to any use of social media that is not authorised or in breach of this policy.

Employees, contractors or consultants can participate in social media that is unrelated to NBN Co or the NBN as any private citizen would without needing to reference their role at NBN Co. As with any publicly visible activity, employees of NBN Co should endeavour to conduct themselves in accordance with NBN Co's values and in a manner that will not bring NBN Co into disrepute.

However if an employee, contractor or consultant makes reference to NBN Co, its people, products, clients, business partners, suppliers or other associates, in a social media context they must:

- ▶ identify themselves as an NBN Co employee, contractor or consultant
- ▶ only disclose and discuss NBN Co information that is authorised to be released publicly by the company
- ▶ ensure all content published is accurate and not misleading
- ▶ ensure that none of the reference, posting or content causes the employee, contractor or consultant to breach any other obligations to NBN Co or third parties. For example, such as those contained in a contractor agreement or contract of employment
- ▶ expressly state on all postings that the stated views are their own and are not those of NBN Co
- ▶ be polite to all people they interact with
- ▶ adhere to the terms of use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws
- ▶ never use NBN Co logos, trademarks or other copyrighted or protected intellectual property in postings or user profiles

NBN Co realises that employees will occasionally talk about their jobs on social media sites. Please ensure any comments you make follow the above rules.

If you are unclear about the terms of this policy or whether your actions would breach your obligations do not publish the content and seek advice from your manager or speak to one of

the Digital Communication Managers at NBN Co. It is safer for you to exercise caution as you have sole responsibility for what you post and publish online to the global community.

Roles and Responsibilities

Directors, employees, contractors and consultants with NBN Co are responsible for all content they publish on blogs, wikis or any other form of user-generated media and are responsible for:

- ▶ ensuring their participation in social media does not breach relevant NBN Co policies such as the IT Usage & Security, Release of Information and Code of Conduct
- ▶ ensuring that they do not publish any of NBN Co's confidential, financial, intellectual, business performance, sensitive or proprietary information or similar information obtained as a result of their engagement with NBN Co about, our clients, business partners, suppliers or other associates
- ▶ not disparaging NBN Co or any of its employees, clients, business partners, suppliers or other associates, or make any statement which does, or is likely to, bring NBN Co or any of these parties into disrepute or ridicule or otherwise affect their reputations
- ▶ being mindful that any published content will probably remain in the public domain for many years
- ▶ being respectful to their audience
- ▶ using privacy settings whenever appropriate but remembering that nothing posted on the internet is ever truly private
- ▶ being as truthful and accurate as possible subject to confidentiality and other obligations as an NBN Co employee, contractor or consultant ensuring that their online activities do not interfere with their job or commitments to their customers

Breach of this Policy

Failure to comply with this policy may result in NBN Co exercising its rights under a contractor/consultancy agreement or taking disciplinary action against an employee under the Managing Performance and Behaviour Policy. This action may include limitation of access to computer, email and/or the internet, and in serious cases, may result in termination of employment or your engagement with NBN Co.

Further Information

Please contact your Manager or the Media Relations team if you require additional information in relation to this policy.