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This policy applies to all employees (including apprentices), Board Members and contractors of The Electrical and Communications Association of Western Australia Inc. and ECA Legal Pty Ltd (herein referred to as ECA WA).

ECA WA respects your right to use social media platforms as a medium for your personal communication and community engagement. However, ECA WA requires all employees and contractors to ensure that the interests of employees, clients, customers, contractors and the reputation and business of ECA WA are protected. Social media platforms may include, but are not limited to:

- Social networking sites. E.g. Facebook, LinkedIn, Google+
- Social news sites. E.g. Digg, Reddit
- Video and photo sharing sites. E.g. YouTube, Flickr, Snapchat, Instagram
- Blogging and Microblogging sites. E.g. Twitter, Tumblr
- Wiki's. E.g. Wikipedia
- Forums and discussion boards
- Any personal blogs you may operate

When does this policy apply?

If you are using social media in an approved official capacity to publish content regarding ECA WA, its employees, contractors, clients or customers you must comply with this policy. This policy also applies if you use social media platforms for personal use within or outside the workplace, either on ECA WA provided devices or personal devices, or within or outside your ordinary hours of work.

ECA WA employees and contractors are permitted fair and reasonable personal use of social media platforms in their own time. E.g. during lunch breaks.

Information you post online


Information posted online is in electronic form and has the potential to be circulated more widely than a personal discussion. The nature of social media platforms means comments might easily be forwarded to others, widening the audience for their publication. Even if you limit the privacy settings on your social media platform to friends or contacts, these posts may be viewed by others including employees, clients, customers or contractors.

Social media platforms often leave a permanent written record of statements and comments. These can be read at any time in the future until they are taken down and, because of the nature of the internet, it can be difficult (if not impossible) to remove this information. Your anonymity online is not guaranteed and anyone who posts material online should make a reasonable assumption that at some point your identity and place of employment will be revealed.

You should therefore exercise caution in using social media platforms and be aware that making comments or conducting conversations that relate to ECA WA's business (including managerial decisions, policies and procedures), employees, clients, customers or contractors can affect the reputation and business of ECA WA.

Official use of social media

The Digital Marketing Manager administers the use of all official ECA WA social media platforms. In some cases, other authorised employees may be asked to assist and they will

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be trained accordingly. Content posted by these employees on official ECA WA social media platforms must comply with all ECA WA policies and procedures.

Personal use of social media

When using social media platforms, it is not acceptable at any time to:

- Engage in behaviour which may breach the EEO, Bullying, Harassment and Discrimination Policy, Code of Conduct or any other ECA WA policies or procedures.
- Post content which is obscene, defamatory or threatening in relation to your work, other employees, contractors, clients or customers of ECA WA.
- Use a work email address to register personal social media accounts.
- Post content which criticises or is likely to have a harmful effect on the reputation of ECA WA, other employees, contractors, clients or customers. This includes publicly complaining about your employment, other employees, contractors, clients or customers.
- Disclose confidential information relating to ECA WA, its clients or customers. Confidential information is information which is held, communicated, used or produced by ECA WA in the conduct of its business or relating to its financial affairs.
- Post any trademarks, copyrighted information or other intellectual property of ECA WA or its clients or customers.
- Disclose information relating to any work you or other employees are undertaking at ECA WA in relation to clients or customers.
- Conduct business with clients or customers.
- Provide comment on behalf of ECA WA, or respond to complaints or criticisms about ECA WA, without the prior written consent of the CEO.

If you see any content which you believe is inappropriate in relation to ECA WA, its workers (employees, contractors), clients or customers you must report this to your manager immediately.

Complaints

ECA WA encourages employees to report instances of inappropriate social media use, and complaints will be dealt with in accordance with the Grievance and Issue Resolution Procedure or the Counselling and Disciplinary Procedure.

Complaints which are found to be vexatious, frivolous or based on facts which the complainant ought to have reasonably believed to be untrue will not be tolerated. Employees who make such claims may be subject to disciplinary action in accordance with the Counselling and Disciplinary Procedure.


Breaches of this policy

A breach of this policy may result in disciplinary action, up to and including termination of employment, in accordance with the Counselling and Disciplinary Procedure.

ECA WA may request that you delete any information contained on any social media platform that is in breach of this policy, and may restrict your access to social media platforms during work time (including during lunch breaks) if you are found to be accessing social media unreasonably or excessively.

Reference Documents:

- EEO, Bullying, Harassment and Discrimination Policy

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- Code of Conduct
- Counselling and Disciplinary Procedure
- Grievance and Issue Resolution Procedure

Authorising Signature



Carl Copeland, Chief Executive Officer