

Group Social Media Policy

Rationale and Scope

The *Social Media Policy* (**Policy**) and guidelines set out Australia Post Group's (**Group**) expectations of workforce participants when using Social Media and what workforce participants can expect from the Group.

The Policy is designed to recognise the value of Social Media and provides some rules to assist staff in using Social Media appropriately.

The Policy applies to all workforce participants, meaning anyone who performs services for the Group or on our behalf. This includes employees of any company in the Group (including permanent full-time, permanent part-time, fixed-term and casual employees), contractors, consultants, licensees and agents (and their employees and subcontractors) who perform services for the Group and any other third parties performing services for or on behalf of the Group.

This Policy also applies to any other individual acting as an official representative of the Group on Social Media.

Policy Principles

Workforce participants must treat others with courtesy and respect on Social Media.

Content, including but not limited to comments, pictures and videos, posted by workforce participants must in no way be damaging to the Group's people, brand, reputation, commercial interests and/or customer confidence or defame anyone.

Workforce participants must remove content from Social Media which is in breach of the Policy if requested to do so by the Group.

Access to and use of Social Media at work or during work hours should be limited, occasional and brief unless it is being used to perform the inherent requirements of a role. This goes for access using both work-issued and personal devices.

Access to and use of Social Media at work or during work hours should not impact on productivity.

Workforce participants must comply with all policies and procedures when using Social Media in affiliation with the Group.

Monitoring of the use of Social Media by staff will be performed by the Group in accordance with group technology policies.

Policy Support and Administration

Any serious breach of the Policy should be reported to Employee Relations.

The policy is supported by the Social Media Policy Guidelines, available on the Group Intranet page.

Policy Sponsor: EGM People & Culture

Policy Owner: General Manager, Employee Relations

Version Number: V 2.2

Approved By: Policy Governance Group

Approved On: 18 November 2020

Effective Date: 01 December 2020

Glossary

Term	Definition
Social Media	Includes, but is not limited to, social and professional networking sites (e.g. Facebook, LinkedIn), video and photo sharing websites (e.g. Instagram, TikTok and Snapchat), blogs, online forums, micro-blogging (e.g. Twitter), online encyclopaedias or wikis, gaming platforms, discussion boards and, podcasting, instant messaging, geo-spatial tagging, the Group internal collaboration and feedback channels, such as Yammer and other internal online forums, and equivalent internal forums.

Classification: INTERNAL