

What do we need to do?

We require workplace participants to:

- ✓ apply the policies and procedures when using social media in affiliation with APG
- ✓ treat others with courtesy and respect on social media
- ✓ remove content from social media if requested to do so by APG
- ✓ ensure that any content, including but not limited to comments, pictures and/or videos, posted by workplace participants is in no way damaging to the APG brand, reputation, commercial interests and/or customer confidence, and
- ✓ ensure that access to and use of social media at work or during work hours is limited, occasional, brief and not excessive and does not impact productivity.

Social media is monitored at work.

These guidelines need to be applied when using social media outside of APG, at work or during work hours, when using any work related or personal mobile device, computer, tablet or other device.

Our goal

Show **respect**

Be **open**

Take **responsibility**

The Social Media policy recognises the value of social media while providing some rules to assist staff to use it appropriately.

Has someone from the media contacted you on a social media site?

If the media contacts you on social media, treat it like a normal media enquiry and refer it to APG's national media line on 03 9106 6666 or media@auspost.com.au

What do you need to do?

"Michelle is a total cow... check out this video of her."

A post, including a video which is out of context, is placed on a popular social media site about a friend of yours. It makes Michelle look bad.

Branding

A bad post can affect the branding of Australia Post too and there are consequences if you do this.

Proven breaches, of the Group Social Media policy, may result in disciplinary action including dismissal or termination of contract (if you are a contractor).

