

COMMUNICATIONS & MEDIA

Social Media

Social media has changed the way people communicate. Innocent comments can easily be taken out of context and the way a person means to say something is sometimes interpreted differently to what was intended by the person posting the comment.

For this reason and as a general rule, only staff who have in their job descriptions a requirement to use social media, are permitted to use social media at work.

These employees include senior management, marketing staff, and certain sales related staff who have been formally delegated this function from a member of senior management.

Other AAG staff are not permitted to make representations regarding AAG, our dealerships, business units, staff, clients and suppliers.

It should always be assumed that anything you publish on the internet will be visible to the world for a very long time. Any comments made by staff members regarding AAG's brand image, our dealerships, business units, staff, clients or management may be viewed as defamatory in nature and may result in disciplinary action including instant dismissal.

Unless authorised by management, staff are generally not permitted to use their social media accounts whilst at work. Typical examples of social media include:

- Facebook
- Twitter
- Google plus
- Snapchat
- Wikipedia
- LinkedIn
- Reddit
- Pinterest

"Staff should understand that posts on a social media site remain there forever. Any negative posts even made in the heat of the moment, can have adverse effects to our public image, profitability and viability. Staff are encouraged to err on the side of caution and not place any posts about AAG if unsure".

Michael Minas



DO's

- ✓ Use common sense when using social media
- ✓ Avoid making any reference about AAG
- ✓ Be respectful towards the company, clients and fellow colleagues.
- ✓ Be smart in what you publish and always err on the side of caution
- ✓ Remember that even innocent comments can be interpreted differently to what was intended

DON'T's

- ✗ Speak on behalf of AAG without authorisation
- ✗ Defame AAG on any social media site
- ✗ Bring AAG into disrepute
- ✗ Bully or harass other employees
- ✗ Share information that may be considered confidential information or intellectual property

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Internet & Email Usage

As a general rule, staff members who use computers for work purposes will have access to the internet, emails and in some situations, our intranet and network folders.

AAG accepts that some non-business usage of Internet is appropriate and for this reason, the company does not desire to completely prohibit the use of Internet for non-business use however such usage should be limited, conducted during break times and should not be abused.

Browsing the Internet

Unless authorised by the AAG IT department, browsing of the following categories of web sites are strictly prohibited on any AAG internet network:

- sexually-oriented sites
- sites with racist, anarchist or violent themes
- chat sites, hotmail,
- audio & video streaming
- Proxy By-Pass sites
- Online sharing
- Any site deemed illegal by State or Federal laws.

Generally

All internet, browsing and email activity is stored on AAG servers and subject to monitoring at any time. Any display of or distribution of inappropriate or offensive material upon computer monitors or elsewhere within the work environment is not acceptable and may lead to disciplinary action leading up to and including dismissal.

Terms and Conditions / Electronic Transactions

Many websites require the user to agree to their terms and conditions or terms of use prior to accessing their services. Terms and conditions are essentially a contract and as such, AAG does not allow staff to agree to any terms and conditions or terms of use, on AAG's behalf or on an AAG network unless written authority from the HR Manager, Director of IT or Director of Operations has been obtained.

Network Drives and Folders

Staff should always consider the information located on our intranet and network as private and confidential. It is intellectual property of AAG and subject to Copyright. Unless authorised by your manager, information should not be removed from the workplace.

Email

Any email sent from an AAG mail account or, on behalf of AAG must comply with all internal policies within this guide. For example, any email must not breach the guide's harassment and bullying policy. Nor can it contain profanities in breach of the behaviour policy. When in doubt, err on the side of caution.

Online Shopping

Online shopping is not encouraged as it impacts our network efficiency. Unless authorised by our IT department and on your unpaid meal break, staff are not to utilise any online shopping sites.

NOTE: there is no need to attach a disclaimer to your emails if being sent from your work terminal. The AAG IT Department will automatically attach a disclaimer on your email.

DO's

- ✓ Report any suspected viruses, trojans or malware to your manager
- ✓ Always assume your internet and email usage is being monitored by management
- ✓ Remember your internet and emails should generally be used for work purposes only
- ✓ Always respect other people's copyright
- ✓ Contact IT if you are unsure of the sender – err on the side of caution as emails can contain viruses.

DONT's

- ✗ Never email, view or download inappropriate material
- ✗ Install software onto your computer without your management's approval
- ✗ Agree to terms and conditions unless authorised by management
- ✗ Never forward jokes or spam to others

COMMUNICATIONS & MEDIA

Public Comments & Dealing with Media

Staff are not permitted to make public comments to the media unless the Director of Operations and/or the Company Secretary authorise a person to do so.

This includes making a comment to the media, a government department and any other business (unless required by law) on any matter which relates to AAG, other staff members, our policies and procedures.

Any requests for comments by the media or government departments should be immediately referred to the Director of Operations in the first instance.

If the Director of Operations is unavailable, a message should be directed to the Director of Operations with the name of the caller, their contact details, the organisation being represented and the nature of their request.

Public Comments can include:

- Talking to the media about matters pertaining to AAG
- Emailing the media about AAG
- Making comments on social media – also see Social Media Policy

TIP! - It is inappropriate for staff to be harassed to make public statements on AAG's behalf. If staff are persistently pressed by another party to make a comment which breaches this policy, staff should report the incident to the HR department and reply with:

"AAG does not allow me to make public comments on their behalf. However I will pass on a message to Human Resources so they can have the appropriate person reply"



DO's

- ✓ Remember that if you are pressed into making any statement about the business to others not part of the AAG group, it's safe to say *"AAG does not allow me to make public comments on their behalf. However I will pass on a message to Human Resources so they can have the appropriate person reply"*

DON'T's

- ✗ Never make public comments on AAG's behalf unless proper authorisation has first been obtained.
- ✗ Never forget that public comments can be made on social media, news feeds, emails, forums as well as face to face interviews.