

Social Media Policy

Policy

Tony's Tuna International Pty Ltd recognises that social media offers the opportunities for people to gather in online communities of shared interest, and create, share, or consume content. Globally the interest and participation in social media is growing at phenomenal rates. This interest also extends to corporations who are recognising that social media offers new opportunities to engage in conversations with customers and other communities with shared interests. Tony's Tuna International Pty Ltd embraces social media as an important tool of corporate and business engagement and understands its importance in a personal capacity.

With the rapid growth and application of social media, Tony's Tuna International Pty Ltd recognises the need to have a policy which ensures that employees who use social media either as part of their job, or in a personal capacity, have guidance as to the company's expectations where the social media engagement is about Tony's Tuna International Pty Ltd, its products and services, its people, its competitors and/or other business related individuals or organisations.

Social media tools are defined in this policy as all online media which allow user participation and interaction including:

- social networking sites, e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing web sites, e.g. Flickr, YouTube, Blip, Instagram
- micro-blogging and activity stream sites, e.g. Twitter, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
- online encyclopaedias, e.g. Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis

Responsibility

Tony's Tuna International Pty Ltd notes that everything you post is public and you are personally responsible for the content of your posts online. In this context you have a responsibility to understand that:

- The inappropriate use of social media has the capacity to damage an employee's professional reputation
- The inappropriate use of social media has the capacity to damage the reputation of the employer
- The inappropriate use of social media has the capacity to damage an employee's ability to work with their colleagues
- Social media use which breaches policies of Tony's Tuna International Pty Ltd, such as Code of Conduct; Confidentiality; Company Behaviour and Values; Sexual Harassment and Workplace Harassment will result in appropriate disciplinary action

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The principles for social media users apply to the use of social media in a personal as well as professional capacity on behalf of Tony's Tuna International Pty Ltd, management and employees:

- You are accountable for your actions and what you write and post
- Use common sense and good judgment – think before you click
- Be accurate, honest, genuine and take responsibility for your mistakes
- Respect others in your posts and discussions
- You must not make posts or comments that may be considered defamatory, obscene, libellous, threatening, harassing, discriminatory, that infringe copyright or are otherwise unlawful
- Consider whether social media is the right forum for communication
- If you disagree with other people's opinions keep it appropriate and polite

Any breach of this policy will result in disciplinary action under the Tony's Tuna International Pty Ltd Discipline Policy and may result in verbal or written warnings, or in serious cases termination of your employment.

Note when you choose to go public with your opinions via social media you are legally responsible for your commentary and can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary or libellous.

Authorising Officer:


General Manager

Date: 27/02/2015