

Your guide to social media at Australia Post

We all know that Australia Post is considered an icon and part of every day life for Australians - whether it's because people work at Australia Post, do business with us, visit our retail outlets or just love receiving mail and parcels.

We also know that customers and the general public are discussing Australia Post and our products and services every day on social networking sites, internet websites, forums and blogs. Even inside Australia Post thousands of our people are already using popular networking sites like YouTube, Yammer, Facebook, Twitter, Foursquare, Instagram, Posterous, MySpace, Tumblr, Flickr and other sharing platforms.

The sharing of information online via blogs, discussion boards, social networking sites and photo and video sharing environments is instant and lasts a lifetime for the world to see. Even though your online conversations may appear to be private, in reality they are anything but. At Australia Post we encourage you to participate and have fun with social media but also to be mindful of risks so you can participate in an enjoyable and meaningful way. In the same way that we promise to treat you with respect, openness and responsibility we ask that you do the same when using social media.

About these guidelines:

These social media guidelines have been developed specifically for Australia Post's employees, licensees, franchisees and contractors when using social media outside of Australia Post (Facebook, Twitter, YouTube, Flickr, Foursquare etc) as well as internal social media environments (Yammer, RedBox, blogs, online forums etc).

These guidelines are designed to give you some direction on the standard of behaviour that we expect from you whenever you are commenting on our business in online social media forums. It also provides guidelines on the standards of behaviour that Australia Post will adopt in social media.

Social Media and Our Ethics

These guidelines have been developed to complement Australia Post's existing ethical guidelines and values as set out in the Our Ethics booklet.

If you would like more information on what is regarded as acceptable behaviour at Australia Post, please refer to Our Ethics on Postnet or speak to your manager.

It is important to recognise that participating in social media forums in your personal time can have an impact on your employment with Australia Post. This policy offers guidance regarding appropriate behaviours to ensure you can continue to have fun with social media and avoid negative outcomes or consequences.

Responsibility and Respect:

Australia Post has three very simple rules for our people when using social media:

1. Always show respect
2. Be open
3. Take personal responsibility

This policy applies to social media contributions that relate to Australia Post; our products and services; or our people, partners, customers and competitors.



What we expect from you:

Respect:

- We ask that you treat everyone with respect and make no personal attacks on anyone who holds a different point of view.
- Protect the trust of others by not posting other people's personal information or inaccurate information about other people.
- Avoid posting anything that could be deemed obscene, offensive or discriminatory.
- Your tone is respectful and polite.
- Anything that you do contribute could not potentially harm Australia Post's brand, reputation or commercial interests.
- Make no disclosure of any confidential Australia Post information. (To find out what is already on the public record refer to auspost.com.au or our Annual Report)

Openness:

- We ask that you identify yourself and your relationship to Australia Post. For example, early in the conversation tell people if you are an employee, licensee, franchisee or contractor rather than posting anonymously or using aliases.
- Always disclose your relationship to Australia Post and substantiate any information you include if editing online encyclopaedias such as Wikipedia.

Responsibility:

- Be mindful of your legal obligations - under copyright, privacy, defamation, trade practices and other applicable laws.
- When expressing your opinion about our business be mindful of these guidelines and always include a disclaimer that explains: "These are my personal views and they do not necessarily reflect the views of Australia Post".
- Your facts are always checked before posting.
- The advice you offer falls within your area of responsibility.
- Don't create social networking pages on behalf of Australia Post
- Seek the okay from Australia Post's Legal Services and Brand teams before using our logos and trademarks in online forums. If the media contact you via a social networking site treat it as a normal media inquiry – and refer them to Australia Post's national media line (03 9106 6666).

Here's what you can expect from us:

Respect:

- We will not violate your trust or the Privacy Act by collecting, participating in the collection of, or sharing unnecessary personal information.
- We will respect your views and ideas.

Openness:

- We will clearly identify all official pages and content created by Australia Post.
- We will identify our approved social media spokespeople as Australia Post employees so people know who they are talking to and the accuracy of the information provided.
- We will uphold our business values when using social media and only official Australia Post social media spokespeople will represent the business.
- We welcome respectful comments and discussion about Australia Post from people who participate in social media environments.

Responsibility:

- To provide you with these guidelines, tips and hints to help you have a clear understanding of what to avoid and what to be aware of to make your social media experience a positive one.
- To apply the Australia Post Employee Counselling and Discipline Process in the unfortunate event that any breaches to these guidelines take place. This Process has three clear components namely: (1) informal feedback (2) formal counselling and warning and (3) a disciplinary inquiry. Serious breaches may result in disciplinary action, up to and including dismissal.