1. PURPOSE AND SCOPE

This is the Guideline for professional and personal social media use at Ergon Energy Corporation Limited and its subsidiaries in the Ergon Energy group (collectively, Ergon Energy). This Guideline sets out the parameters for all of Ergon Energy’s employees and contractors regarding their professional and personal use of social media.

This Guideline applies to all casual, part time or full time employees and contractors of Ergon Energy. All employees and contractors are responsible for knowing and understanding the Guideline.

Ergon Energy recognises and understands that its employees engage in the use of social media in their personal lives. Nothing in this Policy is intended to discourage or limit someone’s personal use of social media tools. You are personally responsible for any social media content you publish, post, forward, share or endorse in your personal capacity.

It is essential that employees and contractors understand that opinions, comments or endorsements made via social media platforms are as public as if you were making the same comments to the media or in a public forum.

The intention of this Guideline is to establish a culture of openness, trust and integrity in respect of social media activities.

This Guideline should be read in conjunction with the Employees’ Code of Conduct Policy and the Employees’ Out of Hours Conduct Policy.

2. RESPONSIBILITIES

Executive General Manager People and Shared Services is the Process Owner responsible for approving this Reference document.

Group Manager Employee Communications Strategy is responsible for maintaining this Reference document.

Group Manager Employee Communications Strategy is the Subject Matter Expert (SME) for the content this Reference document.

3. DEFINITIONS, ABBREVIATIONS AND ACRONYMS

Nil.

4. REFERENCES

EP06. Employees’ Out of Hours Conduct Policy
EP24. Privacy Policy
EP86. Diversity Policy & Inclusion Policy
P004. Employees’ Code of Conduct Policy
GC000300R101. Privacy Policy Guidelines
HR000604R100. Discipline and Performance Counselling Guidelines
MI000501F105. Use of Systems Agreement Form
Privacy Act 1988 (Cth)
Copyright Act 1968 (Cth)
5. WHAT IS SOCIAL MEDIA?
Social media is information and content created and published by people using generally inexpensive and easily accessible online publishing tools.
Social media may include, but is not limited to:

- social networking sites such as Facebook, Myspace, LinkedIn, Bebo and Yammer;
- video and photo sharing websites such as Flickr and YouTube;
- blogs, being corporate blogs, personal blogs or comment/opinion sections hosted by media outlets such as couriermail.com.au or brisbanetimes.com.au;
- micro blogging such as Twitter;
- wikis and online collaborations such as Wikipedia;
- forums, discussion boards and groups such as Google groups and Whirlpool;
- vodcasting and podcasting;
- online multiplayer gaming platforms such as Age of Empires, World of Warcraft and Final Fantasy XI;
- instant messaging such as MSN and SMS; and
- geo-spatial tagging such as Foursquare.

6. COMPLIANCE
Depending on the circumstances, non-compliance with this Guideline may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, privacy, discrimination or other contravention of the law.

In circumstances where any employees or external contractors fail to comply with this Guideline, they may face disciplinary action and possibly termination in accordance with the Discipline and Performance Counselling Guidelines.

7. PROFESSIONAL USE OF SOCIAL MEDIA

Authorised spokesperson
Before engaging in social media as a representative of Ergon Energy, you must be an authorised spokesperson. You must not comment as a representative of Ergon Energy unless you are authorised to do so.

To become an authorised spokesperson, you are to undertake the relevant training and be approved as an authorised spokesperson by Ergon Energy.

Release of information
Once you have been approved as an authorised spokesperson, when publishing information on behalf of Ergon Energy, you must:

- disclose that you are an Ergon Energy employee or contractor;
- use your own identity or an approved Ergon Energy account;
- only disclose and comment on information which is deemed publicly available;
- ensure that all content published is accurate, not misleading and complies with all relevant Ergon Energy policies, standards and guidelines;
- ensure that you are not the first to make an announcement unless you are specifically authorised to do so;
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- comment only on your area of expertise and authority;
- only publish the content which you have been given approval to publish;
- ensure that content published is respectful to the wider community you are interacting with online; and
- adhere to the relevant policies and Terms of Use of the social media platform as well as comply with all applicable copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

When responding to publications on behalf of Ergon Energy, you must not:

- post material which is offensive, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order or is otherwise unlawful;
- use or disclose any personal information or confidential information; and
- post any material which may otherwise cause damage to Ergon Energy’s reputation or bring it into disrepute.

8. PERSONAL USE OF SOCIAL MEDIA

Ergon Energy recognises and understands that its employees engage in the use of social media in their personal lives. Nothing in this Guideline is intended to discourage or limit your personal use of social media tools.

It is important, however, for employees and contractors to understand the potential damage which may be caused to Ergon Energy, to relationships with colleagues, and to a person’s own reputation as a result of personal use of social media in circumstances where someone can be identified, either explicitly or implicitly, as an employee or contractor of Ergon Energy. The potential for an employee to be identified as such is not limited to their choice to overtly name Ergon Energy as their employer. Inference as to a person’s employment status may be drawn from their posts or activity, and colleagues who may be online ‘friends’ will also know that the person is an employee. This is an important consideration when assessing the potential impact of social media activity upon work relationships. This Guideline also assists employees and contractors to safeguard their online presence and activity.

The purpose of this section is to attempt to minimise the risks associated with damaging Ergon Energy’s reputation, or that of your colleagues or the public at large.

You are personally responsible for any social media content you publish, post, forward, share or endorse in your personal capacity.

It is important to note that ‘publishing’ is not simply defined as writing or posting your own material – it includes, but is not limited to, forwarding or ‘sharing’ images, material and posts lodged by third parties, and endorsing such material through the use of facilities such as the ‘like’ button on Facebook.

Where you can be explicitly or implicitly identified as an Ergon Energy employee or contractor from the content published, from your personal profile, or from your choice to network online with colleagues, you must:

- only disclose and comment upon information which is publicly available;
- ensure that all content published is accurate, is not misleading and complies with all relevant Ergon Energy policies, guidelines or standards;
- not publish photographs on social media platforms of your colleagues taken at work events and functions without first obtaining their express permission to do so;
- expressly state that your views are your own and not those of Ergon Energy; and
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- be polite and respectful.

You must not:

- publish, post, forward, share or endorse (for example, 'like') material which is offensive, obscene, defamatory, threatening, harassing, misleading, bullying, discriminatory, racist, sexist, infringes copyright, constitutes contempt of Court, breaches a Court suppression order or is otherwise unlawful;

- give the impression that you are authorised to publish content on behalf of Ergon Energy or that your expressed views are those of Ergon Energy’s;

- use your Ergon Energy email address or Ergon Energy’s logo or insignia;

- adopt the identity or likeness of another Ergon Energy employee or contractor;

- disclose any personal information or confidential information obtained in your capacity as an Ergon Energy employee or contractor;

- publish, post, forward, share or endorse any content which may cause damage to Ergon Energy or bring its reputation into disrepute;

- publish, post, forward, share or endorse any content which may damage the reputation of a colleague or that of any member of the public; or

- publish, post, forward, share or endorse any content which is disrespectful to colleagues, or which may damage relationships between employees.

**Personal use of social media on Ergon Energy equipment**

If you utilise social media platforms for personal use via Ergon Energy’s intranet, the Internet or any extranet systems, you must do so in accordance with Ergon Energy’s Use of Systems Agreement Form.

The Use of Systems Agreement generally prohibits the personal use of social media during normal working hours, using Ergon Energy’s resources.

Examples of inappropriate personal use may include, but are not limited to:

- publishing, posting, forwarding, sharing or endorsing content which is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful;

- providing comments to journalists, politicians, lobby groups and the media generally where you are not authorised to do so; and

- spending an excessive amount of time during normal working hours accessing social media platforms and posting content which is not work related.

9. **LEGAL ISSUES**

The following is an overview of legal issues arising out of the use of social media, both in a professional and personal capacity. When in doubt, seek assistance from a member of Ergon Energy’s legal group.

**Privacy, confidentiality and security of information**

You should not publish or comment on conversations or information which is confidential, classified or deals with matters that are internal in nature.

You must not publish or comment on any personal information of customers or employees obtained in the course of your employment. You should only use personal information obtained in the course of your employment in a manner consistent with the *Privacy Act 1988* (Cth), *Privacy Policy*, and *Privacy Policy Guidelines*. 
Copyright

You must comply with the relevant provisions of the Copyright Act 1968 (Cth) and ensure that you attribute work to the original author or source of the materials wherever possible.

Harassment and bullying

Ergon Energy's Employees’ Code of Conduct Standards applies both in the physical workplace and in relation to the online activities of employees and contractors. Ergon Energy expects all employees and contractors to treat their colleagues with respect and dignity. They must also ensure that their behaviour does not constitute bullying or harassment.

Workplace bullying and harassment includes any bullying or harassment undertaken in the workplace and online in a variety of ways, including through email or text messaging, internet chat rooms, instant messaging or other social media channels via private social network accounts or outside of usual working hours.

Abusive, harassing, threatening or defamatory content are in breach of Ergon Energy's Employees’ Code of Conduct Standards and in certain circumstances, may result in disciplinary action in accordance with the Discipline and Performance Counselling Guidelines.

The Code of Practice under section 284 of the Work Health and Safety Act 2011, Qld (WHS Act), states a person is subjected to ‘workplace harassment’ if the person is subjected to repeated behaviour by a person, co-worker or group of co-workers of the person that is unwelcome and unsolicited and the person considers to be offensive, intimidating, humiliating or threatening or a reasonable person would consider to be offensive, humiliating, intimidating or threatening.

Detailed below are examples of behaviours that may be regarded as workplace harassment, this is not an exhaustive list – however, examples include leaving offensive messages on email, persistent and unjustified criticisms, often about petty, irrelevant or insignificant matters, humiliating a person through criticism and spreading gossip or false, malicious rumours about a person with an intent to cause the person harm.

Under section 28 of the WHS Act, while at work, a worker must take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons (this includes workplace harassment) and co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers (such as this Social Media Guideline). There are civil and criminal penalties for individuals for failure to comply with this duty.

Defamation

Ergon Energy employees and contractors must not publish content which may be considered defamatory. Such content includes material which may harm or damage the reputation of another person, organisation or association. You could be directly liable when posting material or commentary of a defamatory nature online.

Offensive or obscene material

Material which is pornographic, sexually suggestive, explicit, harassing, hateful, racist, sexist, abusive or discriminatory may constitute material which is offensive or obscene. Such material is not to be published by Ergon Energy employees/contractors and such conduct may be the subject of disciplinary action and possibly termination in accordance with the Discipline and Performance Counselling Guidelines.

Contempt of Court
You should avoid publishing content which refers to pending court proceedings to ensure that you do not prejudice the proceedings by providing information which did not form part of the evidence in the trial.

Make enquiries prior to publishing any information pertaining to past or pending court proceedings to ensure that there are no related court suppression orders in place.