

## SOCIAL MEDIA POLICY

This policy provides guidance for employee's (including apprentices, trainees and internal staff) use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others in a contemporaneous manner.

The following principles apply to professional use of social media on behalf of Central Coast Group Training (CCGT) and/or subjects associated with CCGT as well as personal use of social media when referencing CCGT and/or subjects associated with CCGT.

1. Employees need to know and adhere to CCGT's Company Policies when using social media in reference to CCGT.
2. Employees should be aware of the effect their actions may have on their images, as well as the image of CCGT. The information that employees post or publish will be public information permanently.
3. Employees should be aware that CCGT may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to CCGT, its employees, host employers and clients.
4. Although not an exclusive list, some specific examples of prohibited social media content include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
5. Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with their CCGT Field Officer, CCGT Operations Manager or CCGT General Manager.
6. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these enquiries to the CCGT General Manager as per the "Staff Members responding to enquiries from Statutory Bodies & Government Departments" Policy.
7. If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of their CCGT Field Officer, CCGT Operations Manager or CCGT General Manager.
8. Employees should get appropriate permission before referring or posting images of current or former employees, host employers, clients, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
9. Social Media use shouldn't interfere with an Employee's responsibilities. CCGT computer systems are to be used for legitimate business purposes only as per the "Internet and Email Use & Code of Conduct." When using CCGT's computer systems, the use of Social Media for business purposes is allowed, but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
10. Subject to applicable law, after-hours online activity that violates the CCGT Code of Conduct or any other CCGT Company Policy may subject an employee to disciplinary action or termination.
11. If employees publish content after-hours that involves work or subjects associated with CCGT, a disclaimer should be used, such as this, "The postings on this site are my own and may not represent CCGT's positions, strategies or opinions."
12. It is highly recommended that employees keep CCGT-related social media accounts separate from personal accounts, if practical.



Central Coast  
Group Training

Endorsed by the Board of Directors on ..... 26/5/24 .....

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CCGT Chairman

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CCGT Senior Manager