

Social Media Policy

Title:	Social Media Policy Procedure
Type:	Procedure
Division:	Corporate
BU/Dept:	All
Branch:	National
Intended for:	All Personnel
Versions:	<ol style="list-style-type: none"> 1. 25 Feb 2018 – General Manager 2. 5 Oct 2021 – Head of People and Marketing

Scope & Purpose

The Policy relates to all full-time, part-time and casual employees of Star Aviation (Star) as well as contractors and subcontractors working at Star’s workplace (collectively referred to as “Workplace Participants”).

This Policy seeks to outline the boundaries associated with using social media for all Workplace Participants, whether such media is used in a personal or professional capacity, inside or outside of working hours.

The Policy does not form part of any contract of employment or contract for services with Star.

What is a social media platform?

Social media platforms are:

- (a) online social networking sites, including but not limited to Instagram, Snapchat, Facebook, MySpace, Bebo, Friendster, LinkedIn, XING, Blogger, WordPress, Twitter, Yahoo Groups, Google Groups Whirlpool, Message Board, Podcasts, ‘Wiki’ sites (e.g. Wikipedia) and other similar sites;
- (b) online blogs;
- (c) instant messaging services, including but not limited to Whatsapp, Messenger;
- (d) file sharing sites, including but not limited to Flickr and YouTube; and
- (e) any internet sites where comments can be posted, including but not limited to news websites.

Representing Star Aviation in Social Media

Save for the use of the business networking site LinkedIn, Workplace Participants are prohibited from identifying themselves as being connected with Star on a social media platform, unless they are expressly authorised to do so by Star.

All Workplace Participants are prohibited from making comments on behalf of Star or using Star's branding (including the corporate logo, internal logo and registered trademarks) on any social media platform unless expressly authorised to do so by Star.

Where Workplace Participants are authorised to make comments on behalf of Star on a social media platform, any comments must be factual and consistent with Star's goals, objectives and values.

Conduct which can be connected to Star Aviation

Although Workplace Participants might not intentionally identify themselves as being connected with Star on a social media platform, Workplace Participants should be conscious that their comments posted on social media platforms can nevertheless impact upon Star, as clients, suppliers or other members of the public might recognise the Workplace Participant as being connected with Star.

For this reason, at all times when using social media platforms, Workplace Participants must:

- (a) not make any comments which might reflect negatively on Star's reputation or that of Star's employees or other Workplace Participants;
- (b) not criticise or disparage Star or any of Star's employees or other Workplace Participants;
- (c) not make false or misleading claims about Star, its clients, suppliers, employees or Star's products or services;
- (d) not disclose confidential or commercially sensitive information about Star (this obligation continues after the employment or engagement ceases);
- (e) not endorse or cite any client, partner or supplier of Star without the express prior permission of Star;
- (f) observe relevant privacy, defamation and copyright laws; and
- (g) comply with relevant discrimination and harassment laws and Star's policies that relate to discrimination and harassment when using social media platforms.

Material Posted by Others

Inappropriate or disparaging content and information stored or posted by others (including non-employees) on social media platforms may also damage Star's reputation.

If a Workplace Participant becomes aware of any such material which may damage Star or its reputation, the Workplace Participant must immediately notify his/her manager.

Consequences of Breaching this Policy

Any breach of the Policy may result in disciplinary action, including, but not limited to:

- (a) counselling;
- (b) a verbal or written warning;
- (c) a final warning;
- (d) suspension; or
- (e) termination of employment or the termination or non-renewal of a contract for services.