

DOB ENTERPRISES PTY LTD

DOB Social Media and Electronic  
Communication Policy  
IMS-530-00-POL

## Revision History

Date	Rev	Modified By	Changes Made, Review History	Reviewed by	Approved by
19.02.19	0	Sunette Opperman	Creation	S Rupert	S Rupert



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This policy governs the publication of and commentary on social media by employees of DOB Enterprises Pty Ltd and its related companies. For the purposes of this policy, 'social media' means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites including but not limited to Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

DOB employees may not publish or comment on social media in any way that suggests they are doing so on behalf of or in connection with DOB without prior written consent from the Director.

DOB employees are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent they identify themselves as a DOB employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to DOB).

Before engaging in work-related social media, employees must obtain the permission of the Directors.

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by DOB employees who are Directors, as their position with DOB would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that DOB employees must otherwise follow.

#### Guidelines for Social Media Use

##### Setting up Social Media

- Assistance in setting up social media accounts and their settings can be obtained from a DOB Director appointed person.
- Social media identities, logon ID's and user names may not use DOB's names without prior approval from the Director.
- Your profile on social media sites must be consistent with your job description on the DOB website or other DOB publications. Job description information may be obtained from the Director.

##### Don't Tell Secrets

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of projects (past, present, or future), financial information, research, and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of projects and other privileged information. We must also be mindful of the competitiveness of our industry.

Example: "I had a great, productive day at work – love my team at DOB!" is acceptable. "DOB had a great meeting with XYZ developer to identify how many labourers to provide on ABC site for the next eight months!" is not acceptable.



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## Protect your own privacy

Users are encouraged to regularly reassess their privacy settings on social media and be aware of changing privacy policies on various social media sites, as these change regularly. Loose privacy settings may allow others to post or see information that is personal. Employees should be mindful of these settings and refrain from posting any information they do not want the public to see.

## Be Honest

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for DOB. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. What you publish will be around for a long time, so consider the content carefully and be cautious about disclosing personal details.

## Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others including DOB's copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

## Respect your audience, DOB, and your co-workers

The public in general and DOB's employees and customers reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the DOB website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of DOB Enterprises Pty Ltd.

## Protect DOB customers, business partners and suppliers

Customers, partners or suppliers should not be cited or referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your blog is not the place to "conduct business" with a customer.

## Controversial Issues

If you see misrepresentations made about DOB in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.



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Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

### Think About Consequences

For example, consider what might happen if a DOB employee is in a meeting with a customer or prospect, and someone on the customer's side pulls out a print-out of your blog and says "This person at DOB says that product sucks."

Saying "Product X needs to have an easier learning curve for the first-time user" is fine; saying "Product X sucks" is risky, unsubtle and amateurish.

Once again, it's all about judgment: using your blog to trash or embarrass DOB, our customers, or your co-workers, is dangerous and ill-advised.

DOB Employees should also be mindful of the risk of bullying, discrimination, and harassment claims from their social media use. Even though comments are not made at work or on work social media pages, they may have an impact on your work.

Examples include:

bullying or harassing comments or actions (such as deliberate targeting of one individual);  
repeated sexual advances to coworkers on social media;  
the use of discriminatory or hate speech.

If a worker becomes aware of bullying, discrimination, harassment, or other offensive social media conduct that they believe may have an impact on DOB, they are encouraged to raise this civilly with the person whose conduct they are concerned about. If for any reason the worker is not comfortable or not able to raise the issue with the person doing the posting, they are encouraged to confidentially raise this with management.

### Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

The Director can provide you with applicable disclaimer language and assist with determining where and how to use that.

Don't forget your day job.

Make sure that blogging does not interfere with your job or commitments to customers.



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## Social Media Tips

The following tips are not mandatory but will contribute to successful use of social media.

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it or ask someone else to look at it first.

## Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.



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