



SOCIAL MEDIA POLICY

INTRODUCTION

Social media could be defined as tools and platforms that people use to publish and share content and interact socially online through social networking, media sharing networking, bookmarking and content curation, corporate networking, blogging and micro-blogging networking, discussion forums and wikis. User generated content includes conversation, articles, images or pictures and anything that an individual might share with others in their daily lives.

Social media also provides a platform for recruiting employees, serving clients, professional networking, personal and professional branding and marketing products and services. Examples of Social Media/Networking Applications and Sites include Facebook, Flickr, LinkedIn, You Tube, Twitter, Instagram, Snapchat, Pinterest, Forums, discussion boards and groups, e.g. Google groups, and Microsoft Teams.

POLICY

Winslow Group recognises the importance of the internet in shaping public thinking about the company and its current and potential services, employees, consultants and clients.

Winslow Group also recognises the importance of shaping the company's profile and future direction through a responsible presence and interaction with [social media](#).

This policy covers an employee's use of social media. It applies whenever an employee's use of social media relates to or impacts on their capacity to effectively and productively perform their role or detrimentally impacts another employee or the organisation.

The guidelines within this policy on the use of social media/networking sites are intended to protect the privacy, confidentiality and interests of the Winslow Group of Companies and their current and potential services, employees, consultants, clients and competitors. This policy should be referenced to assist the employee to make appropriate decisions about their posting of content on any social media, networking, discussion forum or blog. Please seek advice where you are unsure of your responsibility, use of or online interaction with social media/networking sites or communities.

Winslow Group's internal [Internet and E-mail Policy](#) remains in effect in the workplace when accessing social media and should be adhered to in conjunction with this policy.

Social Media Websites & External Media Guidelines

- When an employee accesses the company internet/intranet or social media/networking sites he/she must not comment or post information related to Winslow in any form, including policy, strategy or operations of the Winslow Group unless directly authorised to do so in accordance with this policy.
- An employee in a personal or professional capacity must not post or respond to any inappropriate content. Posting any material that could be considered offensive, obscene, derogatory, harassing, sexual harassing, bullying, discriminatory, intimidating or inappropriate is unacceptable.
- Employees are required to exercise prudence and good judgement when communicating using a social media/networking platform or when speaking in a public forum.
- Winslow employees are bound by the company's code of conduct relating to company values and the personal and professional behaviour required for interactions or engagements within the social media space.





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- Any contact from a media outlet to a Winslow employee seeking comment must be directly referred to the General Manager Construction Services Group without any unauthorised comment being made.
- Using Winslow Group's logo, trademarks and email addresses linked to any content online implies that you are authorised to comment on company's behalf and must not be used without explicit permission in writing from the company. This is to prevent the appearance that you speak for or represent the company officially.
- Any social media interaction personally or professionally must not compromise or interfere with your working relationships or your employment with any of the Winslow Group of Companies.

REMEMBER: Nothing is temporary online and there are no 'take backs' once you interact socially online and information can be retrieved despite being deleted and could be forwarded to anyone.

Company Confidential Information

- An employee must not share information that is confidential and proprietary about the Winslow Group. This includes but is not limited to; information about upcoming projects, financials, number of employees, company strategies and any other information that has not been publicly released by the company.
- An employee must not write about or disclose internal company happenings that might be considered a breach of company privacy and confidentiality.
- An employee must not publish personal or professional contact details or other personal/ health information relating to an employee or a client and must be respectful of the professional community in which the employee interacts.

Engagement in any behaviour that contravenes this policy will be subject to disciplinary action and behaviour constituting serious misconduct may result in termination.

Further Cross References may be made to the following Winslow Policies

Internet and Email Policy
Complaint Resolution Policy,
Workplace Bullying Policy,
and Health and Safety Policy.

TREVOR LOCKWOOD
Chief Executive Officer

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