



Email and Social Media Policies

Email Use

1. Email facilities are provided for formal business correspondence.
2. Take care to maintain the confidentiality of sensitive information. If emails need to be preserved, they should be backed up and stored offsite.
3. Non-essential email, including personal messages, should be deleted regularly from the 'Sent Items', 'Inbox' and 'Deleted Items' folders to avoid congestion.
4. All emails sent must include the approved business disclaimer.

To protect Allinda's Care & Companion Service from the potential effects of the misuse and abuse of email, the following instructions are for all users:

1. No material is to be sent as email that is defamatory, in breach of copyright or business confidentiality, or prejudicial to the good standing of Allinda's Care & Companion Service in the community or to its relationship with staff, customers, suppliers and any other person or business with whom it has a relationship.
2. Email must not contain material that amounts to gossip about colleagues or that could be offensive, demeaning, persistently irritating, threatening, discriminatory, involves the harassment of others or concerns personal relationships.
3. The email records of other persons are not to be accessed except by management (or persons authorised by management) ensuring compliance with this policy, or by authorised staff who have been requested to attend to a fault, upgrade or similar situation. Access in each case will be limited to the minimum needed for the task.
4. When using email a person must not pretend to be another person. Excessive private use, including mass mailing, "reply to all" etc. that are not part of the person's duties, is not permitted.



5. Failure to comply with these instructions is a performance improvement offence and will be investigated. In serious cases, the penalty for breach of policy, or repetition of an offence, may include dismissal.

This policy also applies to all employees of Allinda's Care & Companion Service who:
have an active profile on a social or business networking site such as LinkedIn, Facebook, Instagram, Twitter and Snapchat;
write or maintain a personal or business' blog; and/or
post comments on public and/or private web-based forums or message boards or any other internet sites.

This policy does not form part of an employee's contract of employment.

Professional Use of Social Media

Allinda's Care & Companion Service expects its employees to maintain a certain standard of behaviour when using Social Media for work or personal purposes.

This policy applies to all employees of Allinda's Care & Companion Service who contribute to or perform duties such as:

- maintaining a profile page for Allinda's Care & Companion Service on any social or business networking site (including, but not limited to, LinkedIn, Facebook, Instagram, Twitter and Snapchat);
- making comments on such networking sites for and on behalf of Allinda's Care & Companion Service;
- writing or contributing to a blog and/or commenting on other people's or business' blog posts for and on behalf of Allinda's Care & Companion Service; and/or
- posting comments for and on behalf of Allinda's Care & Companion Service on any public and/or private web-based forums or message boards or other internet sites.



Procedure

No employee of Allinda's Care & Companion Service is to engage in Social Media as a representative or on behalf of Allinda's Care & Companion Service unless they first obtain Allinda's Care & Companion Service's written approval.

If any employee of Allinda's Care & Companion Service is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of Allinda's Care & Companion Service.

All employees of Allinda's Care & Companion Service must ensure they do not communicate any:

- Confidential Information relating to Allinda's Care & Companion Service or its clients, business partners or suppliers;
- material that violates the privacy or publicity rights of another party; and/or
- information, (regardless of whether it is confidential or public knowledge), about clients, business partners or suppliers of Allinda's Care & Companion Service without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites.

Confidential Information includes any information in any form relating to Allinda's Care & Companion Service and related bodies, clients or businesses, which is not in the public domain.

Private / Personal Use of Social Media

Procedure

Allinda's Care & Companion Service acknowledges its employees, contractors and sub-contractors have the right to contribute content to public communications on websites, blogs and business or social networking sites not operated by Allinda's Care & Companion Service. However, inappropriate behaviour on such sites has the potential to cause damage



to Allinda's Care & Companion Service, as well as its employees, clients, business partners and/or suppliers.

For this reason, all employees of Allinda's Care & Companion Service must agree to not publish any material, in any form, which identifies themselves as being associated with Allinda's Care & Companion Service or its clients, business partners or suppliers.

All employees of Allinda's Care & Companion Service must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- is intended to (or could possibly) cause insult, offence, intimidation or humiliation to Allinda's Care & Companion Service or its clients, business partners or suppliers;
- is defamatory or could adversely affect the image, reputation, viability or profitability of Allinda's Care & Companion Service, or its clients, business partners or suppliers; and/or
- contains any form of Confidential Information relating to Allinda's Care & Companion Service, or its clients, business partners or suppliers.

All employees of Allinda's Care & Companion Service must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action including termination of employment.

Other disciplinary action that may be taken includes, but is not limited to, issuing a formal warning, directing people to attend mandatory training, suspension from the workplace and/or permanently or temporarily denying access to all or part of Allinda's Care & Companion Service's computer network.

For the purposes of this policy, the following definitions apply:

Social Media includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites (e.g. Facebook, LinkedIn), video and/or photo sharing websites (e.g.. YouTube, Instagram),



business/corporate and personal blogs, micro-blogs (e.g. Twitter), chat rooms and forums
and/or Social Media: