

Social Media Policy



Introduction

The purpose of this Policy is to provide guidelines on social media activity when it impacts the Company, Company employees or third parties who deal with Study Group.

Study Group acknowledges that participating in social media exists across both business and personal activities, both during work hours and outside work hours. With the rapid growth and prevalence of social media it is important that employees are reminded that any information placed on social media platforms can easily become public.

Scope

This Policy applies to all Study Group employees and contractors in the following situations:

1. Representing Study Group on external and internal social media platforms, or using a social media platform for business purposes.
2. Making references to or about Study Group, or comments which could be reasonably considered to relate to Study Group, its employees, customers, products or services or other business related people or organisations, in a non-workplace or personal capacity.

Both of these situations have the ability to reflect on Study Group and Study Group employees. Social media is any tool or service that facilitates conversations over the Internet and any information provided online has the ability to become public. Consequently, it is important that employees carefully consider the information that they share, the impression they create about their employment relationship and/or Study Groups' business interests or reputation, when they participate in any online medium including social media.

Guidelines

This Policy should be used in conjunction with the Social Media Marketing Guidelines for those employees who are authors or administrators on any Study Group social media platform.

When participating in any social media platform that has a connection to Study Group, employees should:

1. Consider the appropriateness and impact of any content that you publish on any social media platform.
2. When making any reference to Study Group when it is not for business purposes, employees should write in first person and must make it clear that they are speaking for themselves and not on behalf of Study Group. Employees should also use a disclaimer such as this: "The postings on this site are my own and do not necessarily represent Study Group positions, strategies or opinions" when publishing content to any website outside of Study Group when the content relates to Study Group.
3. Abide by all copyright laws. Employees should not distribute or incorporate material that has been retrieved or copied from the Company, another website or publication, unless usage of such material meets the legal definition of "fair use".

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4. Respect their audience when engaging in any type of social media platform that might impact Study Group. Do not use discriminatory, defamatory, offensive or abusive language or content. Do not engage in any conduct that would not be acceptable in Study Group's workplace.
5. Refrain from any sexually explicit or pornographic content or links to sexually explicit or pornographic content that may impact Study Group or Study Group employees or customers.
6. Refrain from any conduct or encouragement of illegal activity that may impact Study Group.
7. Ensure that any content they publish is factually accurate and complies with relevant Company policies including but not limited to those relating to Use of Technology, Business Conduct, Personal Conduct, Anti-Bullying, Anti-Discrimination & Harassment and the Code of Conduct when engaging in any type of social media platform that might impact Study Group.
8. Be mindful when using the Company's computer or network for personal use that any information they disclose may be used or disclosed and the employee is taken to have consented to the use and disclosure for any information that is disclosed.
9. If an employee is asked to provide an official Company response, information or commentary about the Company whilst participating in online discussions, they should direct all enquiries to the National Recruitment and Marketing Manager.

If employees fail to abide by these guidelines and principles or Study Group's Code of Conduct or Policies, they may be subject to legal or disciplinary action by Study Group.

If employees have any queries regarding this Policy, they should contact Human Resources.