
EMAIL, INTERNET USAGE and SOCIAL MEDIA POLICY

PURPOSE

The purpose of the Email, Internet Usage and Social Media Policy is to provide a framework and guidelines for management and employees when engaging and operating with these forms of technology.

recognises the need to have a policy which ensures that employees who use Email, Internet and Social Media either as part of their job, or in a personal capacity, have guidance as to the Organisation's expectations where the engagement is about , its products and services, its people, its competitors and/or other business related individuals or organisations.

SCOPE

This policy applies to all employees (including previous employees) and contractors and to any other person who is notified that this Organisation Policy applies to them.

POLICY

Personal Access

A small amount of non-company use is permissible, provided that it does not detract from your performance and every day work. Acceptable and permissible use of email, Internet, phone and social media during work hours should be kept short and brief.

Access Controls

Computer access (including email and other services) is controlled through individual accounts and passwords. It is the responsibility of each employee to protect the confidentiality of his or her account and password information. However, as an authorised user you should not have an expectation of privacy. All messages remain subject to inspection and review by at any time.

Email Guidelines/Usage

Email is defined as all technologies used to transfer messages, including email, instant messaging and peer-to-peer file exchange. Email is a tool for business communications, which users have a responsibility to use in an efficient, effective, ethical and lawful manner. Email is inherently not secure, and sensitive or confidential material should not be sent through the electronic mail system unless it is encrypted.

Users of the email system should follow these guidelines and conventions to ensure professionalism and appropriateness:

1: Spam

- Is unsolicited junk mail and is usually intended to achieve or support a sale of some kind but the content can be almost anything including viruses;
- Therefore do not subscribe to list servers and distribution lists unless they are directly related to your job, or are of special interest to you. When in doubt, seek permission from your Manager. Such lists tend to overload and affect the performance of the email system.
- Protect your address – do not give your email address unnecessarily. If you need to leave it at a website for authentication or contact reasons, try to verify a privacy policy governing that organisation.

2: Sending Messages

- Address messages to recipients who “need to know,” rather than to everyone you know. Messages sent unnecessarily can lower system and user performance.
- To avoid confidential messages from being delivered into the wrong hands, users should be diligent when addressing and sending messages. Proof read carefully as you would with any hard copy document.

3: Message Interpretation

- Construct messages professionally (spelling, grammar) and efficiently (subject field, attachments). The use of text messaging short forms is not allowed e.g. “c u l8r” for “see you later”.
- One disadvantage of using email is the possibility that the recipient of the email may misunderstand or misinterpret your message due to the lack of ‘non verbal’ information available. For example, the use of capital letters in a message gives the perception of ‘shouting’ at someone and implying urgency and anger. Therefore again be aware of ‘how’ your message reads.

4: Professional duty

- Cover periods of absence by adopting an appropriate functional account, forward, or holiday/leave message strategy.
 - All external emails sent must contain a signature and a disclaimer at the end of the email message. This signature formalises the sender as being from and provides a disclaimer for in the event of confidential information being received by the wrong person or a virus being transmitted inadvertently.
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Strictly Prohibited

Use of the email system in the following manner (as an example) is strictly prohibited and may warrant disciplinary action:

- The creation and exchange of messages that are offensive, harassing, obscene or threatening.
- The exchange of proprietary information, trade secrets, or any other privileged, confidential or sensitive information outside , or outside a defined privileged group.
- The creation and exchange of advertisements, solicitations, chain letters, and other unsolicited email.
- Cannot be used to solicit or convert others for commercial ventured, religious or political causes, outside the organisations or non-job related matters.
- The creation, storage or exchange of information in violation of copyright laws.
- Reading or sending messages from another user's account, except under proper delegate arrangements.
- Altering or copying a message or attachment belonging to another user without the permission of the originator.
- The use of email system for non- related commercial purposes.
- Users must not compromise the privacy of their password by giving it to others or exposing it to public view.
- 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.
- 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

Internet Usage

The Internet is to be used in a manner that is consistent with standards of business conduct and as part of the normal execution of an employee's job responsibilities and needs. As a condition of continued employment, each user is personally responsible to ensure that these guidelines are followed. Management has the right to access the system to check if private use is excessive or inappropriate. No individual should have any expectation of privacy in terms of his or her usage of the Internet. In addition, may restrict access to certain sites that it considers are not for business purposes.

Strictly Prohibited

Use of the Internet in the following manner (as an example) is strictly prohibited and may warrant disciplinary action:

- Visiting web sites containing objectionable or criminal material including sexually orientated material and 'R' rated sites.
- Internet-enabled activities, such as gambling, excessive gaming, conducting a business or conducting illegal activities.
- The uploading or downloading of commercial software, games, music videos or other intellectual property in violation of its copyright. Besides the legal issues, such downloads often create system instability with the standard image, adding unneeded repair costs to help desk and support groups.

Without the approval of the IT Manager, software must not be downloaded from the Internet as the download could introduce a virus onto the network, infringe copyright laws and take up limited storage space.

Social Media

What does Social Media include?

Social media can offer the opportunity for people to gather in online communities of shared interest and create, share or consume content. Social media is a general term used to describe the tools and forms of publishing that are based on an interaction or conversation online between an author and active readers. recognizes that social media can offer new opportunities to engage in conversations with customers and clients and other professional communities with shared interests, and embraces it as an important tool or business engagement.

Social Media - Stop and think

This policy offers guidelines intended to protect the interests of employees and the Organisation. In brief, this policy requests that when using social media you take responsibility for ensuring that any references to are factually correct and accurate and do not breach confidentiality requirements, and that you show respect for the individuals and communities with which you interact.

It is important to note that this policy also applies to employees personal use of social media platforms even where the employee makes no reference to related issues.

Professional Use of Social Media

expects its employees to maintain a certain standard of behaviour when using Social Media for work or personal purposes.

Employee engagement with social media

It is encouraged for all employees to connect with the social media profiles i.e. Facebook, Twitter, Google+, LinkedIn and make themselves aware of the latest news and offerings posted. Employees are also encouraged to engage with social media to stay in touch with marketplace activities that relate to clients, and potential clients.

When using any social media platform, if you see there is a need or opportunity to represent the organisation please seek approval from the relevant Manager.

Social media tools

For the purposes of this policy, social media tools include (but not limited to):

- Social networking sites e.g. Facebook, MySpace, Bebo, Friendster, LinkedIn;
- Video and photo sharing websites e.g. Flickr, YouTube, Instagram;
- Micro-blogging sites e.g. Twitter;
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- Forums and discussion boards such as Yahoo! Groups or Google Groups.

Private/Personal Use of Social Media

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 . However, inappropriate behaviour on such sites has the potential to cause damage to , as well as its employees, clients, business partners and/or suppliers.

For this reason, all employees, contractors and sub-contractors of must agree to not publish any material, in any form, which identifies themselves as being associated with or its clients, business partners or suppliers.

All employees, contractors and sub-contractors of 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 or its clients, employees, business partners or suppliers;
- is defamatory or could adversely affect the image, reputation, viability or profitability of , or its clients, employees, business partners or suppliers; and/or
- contains any form of Confidential Information relating to , or its clients, business partners or suppliers.

Responsibility and Respect

You are personally responsible and liable for the content of any posts or comments you make online. Therefore, you have a responsibility to ensure that respect is maintained at all times; including the publication of photos of other employees and any comments made must adhere to our 'Appropriate Behaviours Policy' ([POL01](#)) including defamation, discrimination, harassment, bullying and victimisation. This is also in accordance with our Privacy Policy ([POL07](#)) and 'Confidentiality Form' ([FOR07](#)) you have signed.

Breach of Policy

A breach of this policy will be addressed and Standard Disciplinary procedures may apply, refer to Performance Management Procedure ([PRO04](#)).

Relevant Law

Copyright Act 1968, Spam Act 2003, Privacy and Personal Information Protection Act 1998
