

Insert Company's Name
here

Social Media Policy and Procedures

Scope

The students need to explain the content of the policy, the application, the aim and how it is intended to be used.

[Approx. word count: 150 – 200 words]

Sample answer

This policy outlines requirements for compliance with confidentiality, governance, legal, privacy and regulatory parameters when using social media to conduct CBSA business.

This Policy is intended to apply to both the CBSA and its subsidiaries. References to the CBSA in this Policy should be read as referring to both the CBSA and its subsidiaries, as appropriate.

This Policy aims to:

- (a) inform appropriate use of social media tools for the Company.
- (b) promote useful market engagement using social media.
- (c) minimise problematic communications; and
- (d) manage the inherent challenges of speed and immediacy.

This Policy should be read in conjunction with other relevant policies and procedures of the CBSA and is not intended to cover personal use of social media where the author publishes information in their personal capacity and not on behalf of, or in association with the CBSA and no reference is made to the CBSA, its directors, employees, policies and products, suppliers, shareholders, other stakeholders, or CBSA related issues

Guidelines for social media engagement and content use

The students need to explain in detail what is expected from designated social media staff that use CBSA's social media.

They also need to ensure they establish what content is not permitted under any circumstances.

They need to specify the person responsible for monitoring social media content posting.

[Approx. word count: 350 – 400 words]

Sample answer

When using social media in relation to the CBSA, designated social media staff is expected to:

- a) seek prior authorisation from the Managing Director.
- b) adhere to CBSA policies and procedures.
- c) behave with caution, courtesy, honesty, and respect.

- d) comply with relevant laws and regulations.
- e) only disclose information that has already been released to the market; and
- f) reinforce the integrity, reputation and values the CBSA seeks to foster.
- g) use appropriate language, and ensure there are no spelling or grammar errors

The following content is not permitted under any circumstances:

- [a] content that has not been released to the market.
- [b] abusive, profane or language of a sexual nature.
- [c] content not relating to the subject matter of that blog, board, forum, or site.
- [d] content which is false or misleading.
- [e] confidential information about the CBSA or third parties.
- [f] copyright or trademark protected materials.
- [g] discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion or affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs or activity, responsibilities, sex, or sexual orientation.
- [h] illegal material or materials designed to encourage law breaking.
- [i] materials that could compromise the safety of any employee.
- [j] materials that would breach applicable laws (Corporations Act and regulations, ASX Listing and Operating Rules, defamation, privacy, consumer and competition law, fair use, copyright, trademarks).
- [k] material that would offend contemporary standards of taste and decency.
- [l] material which would bring the CBSA into disrepute.
- [m] personal details of CBSA directors, employees or third parties.
- [n] spam, meaning the distribution of unsolicited bulk electronic messages; and
- [o] statements that may be considered bullying or harassment.

If you have any doubt about applying the provisions of this policy, the Managing Director is the correct person to check with prior to using social media to communicate on behalf of the Company. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice prior to publication

Person responsible for social media content posting:

Students' answers must come from the list below:

- Social Media Content Creator
- Social Media Manager
- Managing Director
- Social Media Specialist

Complaints handling process

Students will need to list five (5) steps for their complaint handling process.

[Approx. word count: 180 – 220 words]

1. Listen to the complaint

Thank the customer for bringing the matter to your attention. Apologise and accept ownership, don't blame others and remain courteous.

2. Record details of the complaint

Go through the complaint in detail so you can understand exactly what the problem is. Keep records of all complaints in one central place or register. This will help you identify any trends or issues.

3. Discuss options for fixing the problem

Ask the customer what response they are seeking; it could be a repair, replacement, refund or apology. Decide if the request is reasonable.

4. Act

Aim to resolve the complaint quickly. If you take a long time they tend to escalate.

5. Follow up

Contact the customer to find out if they were satisfied with how their complaint was handled. Let them know what you are doing to avoid the problem in the future.

Make sure your staff are trained to follow your procedure when handling complaints and that they have the power to resolve issues as quickly as possible.

Encourage your customers to provide feedback and complaints so that they let you know when there is a problem and give you the opportunity to resolve it.

Issue and crisis management guidelines and appropriate responses

Students need to explain the guidelines to be followed when a social media issue or crisis occurs.

Sample answer

Guidelines:

[Approx. word count: 200 – 250 words]

1. Identification

Identifying crises (scenarios that would stop your business from functioning) or issues (less serious challenges) is an important part of any social media strategy.

CBSA needs to have at least one person from the Social Media team that is responsible for the process of checking online media and social media on a daily basis, using social listening.

2. Evaluation

Once identified, issues need to be assessed and prioritised.

- What is being said? What is the seriousness of the issue?
- Who is saying it? What is the influence or authority of the person who posts it?
- How often is it being said? Is the issue becoming increasingly visible or fading away?
- When is it being said? Is the issue having an impact at a significant time (e.g., new site/product launches)?

- Where is it being said? Is the issue on a public platform [e.g., Twitter] or a private group or a closed vertical social network?

3. Response

Responses are critical to the way your organisation is seen by customers and should be a direct result of the work done in the identification and evaluation processes. Problems that have been planned for should have pre-approved responses to provide consistency and cut-down response time.

Students need to fill out the table below by:

- *Inserting three (3) examples of social media issues or crises in column 1*
- *Inserting an appropriate response for each issue or crisis in column 2.*

[Approx. word count: 250 – 300 words]

Sample answer

Example of issue or crisis	Appropriate response
CBSA's Social Media Account has been hacked	We are sorry to inform you that our [Insert Platform] account has been hacked. We would like to request that you do not open any of the messages or links sent to you from this account. Our team is working on resolving the issue.
Dissatisfaction with overall customer experience	We take customer satisfaction seriously and are glad to hear from you. First, we would like to apologise for the frustration you've been experiencing recently. We want you to know that we appreciate your feedback. It will allow us to resolve any problems that occur and help us to improve our services. We're proud that you've selected our company as your service provider, and we'd like the opportunity to resolve your concerns and earn your continued trust. To help us route your complaint to the appropriate department that can address your concerns, we'd be grateful if you can provide us with additional details regarding your experience by filling out the attached form. We are truly sorry for the inconvenience and hope to offer you better services in the future.
Communicating with an angry client online	We are so sorry to hear that your experience with our company has not met your expectations.

	<p>Customer satisfaction is our top priority, and we are truly sorry that wasn't demonstrated to you.</p> <p>While we'd love the opportunity to regain your trust, we understand how frustrated you must be. Our deepest apologies for any inconvenience we have caused you. We wish you all the best in the future.</p> <p>Please let us know if you have any additional questions, concerns, or comments, or if we may be of assistance at any point in the future.</p>
Addressing Technical Complaints	<p>We sincerely apologise for the inconvenience these issues may have caused you. We have taken the liberty of refunding the fee for [insert service affected]. You will continue to have full access to all features of our software. Our team has identified the source of the issue and is working actively to implement a fix. We estimate that the problem will be fully resolved within the next hour.</p>

Legal and Ethical Considerations

The students need to discuss five (5) legal and ethical considerations in regard to social media use. Students' responses could come from the examples below.

If the student's response is not in the list below, the assessor will need to ensure that:

- a. The student provided five (5) legal and ethical considerations*
- b. The student described how the consideration will be addressed by CBSA's designated social media staff*

(Approx. word count: 250 – 300 words)

Examples are provided below:

1. Confidential information

Designated social media staff may only discuss publicly available information. Designated social media staff must not disclose confidential information, internal discussions or decisions of the board, employees, consultants or other third parties

2. Accuracy

Information published should be accurate, constructive, helpful, and informative. Designated social media staff must correct any errors as soon as practicable and not publish information or make statements which are known to be false or may reasonably be taken to be misleading or deceptive

3. Identity

Designated social media staff must be clear about their professional identity, or any vested interests and must not use fictitious names or identities that deliberately intend to deceive, mislead, or lie or participate in social media anonymously or covertly or via a third party or agency.

4. Personal opinions

Designated social media staff should not express or publish opinion on the CBSA generally, or about CBSA business via social media, and should be mindful of market disclosure rules when discussing or commenting on CBSA matters. Generally, designated social media staff should not express personal opinions on CBSA decisions or business nor be critical of the CBSA and its personnel. If it is not possible to separate official CBSA positions from personal opinions, designated social media staff should consider using a formal disclaimer to separate interests

5. Privacy

Designated social media staff should be sensitive to the privacy of others. However, the CBSA is not required to seek permission from anyone who appears in any photographs, video, or other footage before sharing these via any form of social media if it is the copyright owner of the relevant image or footage

6. Intellectual Property

Designated social media staff will use the Company's own intellectual property where possible and shall obtain prior consent where the CBSA is not the creator or copyright owner, to use or reproduce copyright material including applications, sound recordings (speeches, music), footage (cinematographic vision), graphics (graphs, charts, logos, clipart), images, artwork, photographs, publications, or musical notation. Designated social media staff will also typically seek permission before publishing or uploading the intellectual property of a third party or before linking to another site or social media application.

7. Defamation

Designated social media staff will not comment, contribute, create, forward, post, upload or share content that is scurrilous, malicious, or defamatory. Designated social media staff will endeavour to be courteous, patient, and respectful of the opinions of others, including detractors and the discourteous

8. Discrimination

Designated social media staff will be conscious of anti-discrimination laws and must not publish statements or information which may be discriminatory in a human rights sense

9. Enforcement

All content published or communicated by or on behalf of the CBSA using social media must be recorded (including the author's name, date, time, and media site location) and kept on record. The CBSA will actively monitor social media for relevant contributions that impact on the CBSA or its subsidiaries, and their officers, operations, or reputation. CBSA employees breaching this policy may be the subject of disciplinary action, performance management or review. Serious breaches may result in suspension or termination of employment or association. The CBSA reserves the right to remove, where possible, content that violates this Policy or any associated policies

10. Corporations Act

The requirements imposed by this Policy are separate from, and additional to, the legal prohibitions in the Corporations Act. Directors, officers, consultants, and employees should be aware that they can be charged with criminal offences under the rules and regulations associated with the prevention of market manipulation, false trading, market rigging and misleading and deceptive conduct, all of which apply at law regardless of this Policy.

Privacy and security

Students need to explain how they will ensure Privacy and Cyber safety. They need to provide specific instructions on the type of information that the staff should not share in terms of privacy as well as cyber safety.

(Approx. word count: 80 – 120 words)

Privacy

- Avoid sharing confidential information including private information about co-workers,
- Avoid sharing private communications,
- Avoid sharing financial disclosures,
- Avoid sharing research and development news,
- Avoid sharing upcoming products,
- Avoid sharing any other sensitive information.

Cyber safety

- Limit the personal and professional information you share
- Choose strong passwords
- Use a different password for every social account
- Don't use the same passwords for your corporate accounts
- Use two-factor (or multi-factor) authentication to log in to social networks
- Use personal credentials for personal social media accounts
- Only activate geolocation services on apps when necessary
- Practice safe browsing
- Make sure your Internet connection is secure
- Do not download or click on suspicious content