

Effective from 26 May 2022

This policy provides guidance for BSB & K Management Group [BSBKMG] employees and clients' use of social media, which should be broadly understood for purposes of this policy to include:

- instant messaging apps
- blogs
- wikis
- microblogs
- message boards
- chat rooms
- electronic newsletters
- online forums
- social networking sites
- other sites and services that permit users to share information with others in a contemporaneous manner.

The following principles apply to professional use of social media on behalf of BSBKMG as well as personal use of social media when referencing BSBKMG.

- stakeholders should be aware of the effect their actions may have on their image, as well as BSBKMG's image. The information that Stakeholders post or publish may be public information for a long time.
- stakeholders should be aware that BSBKMG may observe content and information made available by stakeholders through social media. Stakeholders should use their best judgment in posting material that is neither inappropriate nor harmful to BSBKMG, its stakeholders, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Stakeholders are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Stakeholders should check with BSBKMG.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Stakeholders should refer these inquiries to authorised BSBKMG spokesperson/s.
- If stakeholders encounter a situation while using social media, that threatens to become antagonistic, stakeholders should disengage from the dialogue in a polite manner and seek the advice of a BSBKMG authorised person.
- Stakeholders should get appropriate permission before you refer to or post images of current or former stakeholders, members, vendors or suppliers. Additionally, stakeholders should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with stakeholders' responsibilities at BSBKMG.

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