



## Social Media Policy

### 1. Social Media Policy

1.1 The Social Media Policy relates to 2 HHH FM Limited ('Triple H FM') and, where relevant, operates in conjunction with and expands upon the 2019 Operating Agreement and any Contract of Employment or contract for service.

### 2. Commencement of Policy

2.1 This Policy will commence from 18 June 2019. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not) and in particular the social media clauses in the 2019 Operating Agreement.

### 3. Scope

3.1 The Policy relates to all full-time, part-time and casual employees of Triple H FM, as well as volunteers, members, presenters and alike, temporaries, sub contractors, members, volunteers, members and presenters working/contractors for or on behalf of either a company or any associated entities in the Triple H FM workplace (including the shows presented on Triple H 100.1FM).

3.2 The Policy also applies to Triple H FM employees, volunteers, members and presenters and Triple H FM volunteers, members and alike ' participation in social media inside or outside of Triple H FM and includes use of an employee's, volunteers, members or presenters own device.

Other Policies referred to in this document: *Internet, Email and Computer Use Policy*  
Updated 16 June 2019  
Created in consultation with *The Community Broadcasting Association Australia*



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## 4. Definitions

### 4.1 In this Policy:

- a) **'Blogging'** means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
- b) **'Confidential Information'** has the same meaning as set out in the 2019 Operating Agreement and includes but is not limited to trade secrets of Triple H FM; non-public information about the organisation and affairs of Triple H FM such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from Triple H FM or obtained in the course of working or providing services to Triple H FM that is by its nature confidential.
- c) **'Computer'** includes all laptop computers and desktop computers.
- d) **'Hand Held Device'** includes all such devices which are used by Triple H FM employees and Triple H FM volunteers, members and alike, inside and outside working hours, in the workplace of Triple H FM (or a related corporation of Triple H FM) or at any other place. Such devices include, but are not limited to, mobile phones, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
- e) **'Intellectual Property'** has the meaning set out in the 2019 Operating

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Agreement and means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.

- f) **'Person'** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
- g) **'Social Networking Site'** and **'Social Media Platform'** includes but is not limited to Facebook, MySpace, Bebo, Flickr, LinkedIn, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts and podcasting services such as Anchor, Spotify, Soundcloud and Mixcloud, 'Wikis' and other similar sites.

## 5. Representing Triple H FM in social media

- 5.1 In consideration of the type of business of Triple H FM, any comments about or in connection with Triple H FM made in a social media platform must be factual and consistent information with Triple H FM's goals and objectives. This means protecting commercially sensitive information in accordance a Triple H FM employee's contract of employment and a Triple H FM volunteer, member and alike 's contract for service and Operating Agreement.
- 5.2 All Triple H FM employees and Triple H FM volunteers, members and alike are restricted from making comments on behalf of Triple H FM or using Triple H FM's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Only the following Triple H FM Employees are authorised to speak on behalf of Triple H FM on Social media platforms:
  - a) The Board of Directors
  - b) Those granted Administrative Rights to the Triple H Facebook Page
- 5.4 Triple H FM recognises that circumstances may arise in which Triple H FM

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employees and Triple H FM volunteers, members and alike make mention of Triple H FM in social media.

- 5.5 Unless authorised by Triple H FM, any comments made by Triple H FM Employees and Triple H FM volunteers, members and alike must contain a disclaimer that they are not representing Triple H FM and do not have authority to speak on behalf of Triple H FM, and the views of the Triple H FM Employee/Triple H FM volunteers, members and alike do not represent the views of Triple H FM.

## **6. Acknowledgement**

- 6.1 All Triple H FM employees and Triple H FM volunteers, members and alike acknowledge that:
- a) they are not to make comments which might reflect negatively on Triple H FM's reputation or make deliberately false or misleading claims about Triple H FM, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Triple H FM employee or Triple H FM volunteer, member and alike to correct the statement;
  - b) they must not disclose confidential or commercially sensitive information about Triple H FM including Triple H FM's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
  - c) they must not endorse or cite any client, partner or supplier of Triple H FM without the explicit prior permission of the Triple H FM Board of Directors;
  - d) they must observe the relevant privacy, defamation and copyright laws; and
  - e) they must comply with relevant discrimination laws and Triple H FM policies that relate to discrimination and harassment.

## **7. Material posted by others**

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- 7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage Triple H FM's reputation. This includes and is not limited to
- a) degrading messages, videos or images
  - b) use of inappropriate language or content
- 7.2 If you become aware of any such material which may damage Triple H FM or its reputation, you must immediately notify the Station Manager and The Triple H FM Board of Directors.

## **8. External social media platforms**

- 8.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Triple H FM Employees and Triple H FM volunteers, members and alike should not disparage or make adverse comments about Triple H FM, any Triple H FM employee or any Triple H FM volunteer, member and alike. This includes where such comments are made whilst a Triple H FM employee or Triple H FM volunteer, member and alike is contributing to a Social Media Platform using a Triple H FM computer and internet resources and similarly whilst using a non-Triple H FM computer or hand held device.
- 8.2 Triple H FM employees and Triple H FM volunteers, members and alike should be aware that, in accordance with the internet, email and computer use policy, internet usage is continuously logged and archived by Triple H FM for monitoring purposes on an ongoing basis.
- 8.3 If it comes to Triple H FM's attention that a Triple H FM employee or Triple H FM volunteer, member and alike has made inappropriate and/or unauthorised comments about Triple H FM or a Triple H FM employee or Triple H FM volunteer, member and alike, Triple H FM may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a social media platform made whilst using Triple H FM computer and internet resources but may include action taken as

a consequence of inappropriate and/or unauthorised contributions made about Triple H FM, a Triple H FM Employee or Triple H FM volunteer, member and alike via a non-Triple H FM computer or Hand Held/mobile Device.

**9. Triple H FM employees' and Triple H FM volunteers, members and alike ' responsibilities**

9.1 Triple H FM employees and Triple H FM volunteers, members and alike are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Triple H FM and its products and services to The Board.

**10. Warning**

10.1 Apart from the potentially adverse effects a blog or social networking entry may have on Triple H FM, inappropriate blogs on internal or external sites can also have adverse consequences for a Triple H FM employee or Triple H FM volunteers, members and alike in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

10.2 Triple H FM may use and disclose an Employee's or volunteer, member and alike 's social media posts where that use or disclosure is:

- a) for a purpose related to the employment of any employee or related to Triple H FM's business activities; or
- b) use or disclosure to a law enforcement agency in connection with an offence; or
- c) use or disclosure in connection with legal proceedings; or
- d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.

10.3 While users are permitted to use Triple H FM's computer network for limited and reasonable personal use, employees and volunteers, members and alike must be mindful that any information (personal or other) they disclose while using Triple H FM's computer network may be used and/or disclosed as

provided for in clause 10.2 above. An Employee or Volunteer, member and alike is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of Triple H FM's computer network.

## **11. Consequences of breaching the Social Media Policy**

11.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension and asked to leave the station or termination of employment (or, for Triple H FM volunteers, members and alike, the termination or non-renewal of their contract for service).

## **12. Triple H FM contact**

12.1 Any questions about this Policy should be directed to The Board of Directors.

## **Variations**

*Triple H FM reserves the right to vary, replace or terminate this Policy from time to time.*