

Social Media Policy

Indianic's social media policy provides a framework for using social media and should be read in conjunction with the Indianic Confidentiality Agreement (IND-T5-HR001) and other Indianic Company Policies. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you're handling a corporate account or using one of your own, you should remain productive and avoid damaging our organisation in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media.

This policy applies to all Indianic workers (as defined in the Work, Health and Safety Act 2020), including management, clients and subcontractors.

"Social Media" refers to a variety of online communities like blogs, chat rooms and forums, electronic newsletters, social networks (such as Facebook, X (previously Twitter), Instagram), and/or other sites and services which allow users to share information with others in an unrestricted manner.

This policy is built around two different elements: one, using personal social media at work and two, representing our company through social media.

Legal Responsibilities

Indianic workers and subcontractors have an obligation to uphold the laws and legislation existing in both State and Federal Government of Australia.

Appropriate Use

There is an 'appropriate' way to use social media. As the presence of online social networking is so large, and people feel free to express their thoughts and opinions, many employers often look at workers' or potential workers' social networking profiles to gain an idea or better understanding of what sort of person they are working with. Colleagues are often connected via social media can view what another does, says, posts, what interests they have and activities they partake in.

For these reasons, the expectations for what is considered 'appropriate use' differ when considering how a social media user may appear to their employer or colleagues based on what they post online, as opposed to what their close friends and family deem appropriate or 'normal' from that person.

Using personal social media

The policy does not discourage or limit employees from using social media, or other online activities in their personal lives for personal expression.

It does however express, how and why employees should be aware of and understand the potential risks to Indianic and their employment with Indianic that being careless online can cause, either directly or indirectly. Employees are to follow guidelines to minimise any risks to Indianic and its employees.

Employees are responsible for any content that they publish on social media platforms. We ask you to be careful when posting on social media. We can't restrict what you post there, but we expect you to always adhere to our confidentiality policies. We also caution you to avoid violating our anti-harassment policies (Code of Conduct Policy (IND-T1-007) and the Sexual Harassment Policy (IND-T1-006) or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to).

In general, please:

- **Ensure others know that your personal account or statements don't represent our company.** You shouldn't state or imply that your personal opinions and content are authorised or endorsed by our company. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- **Only disclose and discuss information that is not obtained through their employment** with Indianic in a professional capacity. Nothing that is deemed confidential by the company.

- **Ensure that all content published is accurate and complies** with all relevant Indianic policies and other legal requirement.
- **Be polite and respectful**, so as to not misrepresent themselves or the company.
- **Adhere to the terms of use** for using social media platforms or websites.
- **Adhere to relevant legislation** including copyright, privacy, defamation, harassment and discrimination, any other applicable laws, and Indianic's policies.

Workers must:

- **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- **Avoid posting material that is defamatory, offensive, obscene, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, derogatory, breaches copyright, or is otherwise unlawful.** It may be considered as a violation of our company's Code of Conduct policy, if directed towards colleagues, clients or partners.
- **Avoid implying that they are authorised to speak as a representative of Indianic**, or giving the impression that the views expressed are those of Indianic.
- **Avoid using the identity of another worker**, subcontractor or other person involved with Indianic.
- **Avoid using or disclosing any confidential or personal information** obtained as an employee of Indianic.
- **Commenting or posting on any material that might otherwise disgrace or damage** Indianic's reputation.

Representing our company

Some employees represent our company by handling corporate social media accounts or speak on our company's behalf. When you're sitting behind a corporate social media account, we expect you to act carefully and responsibly to protect our company's image and reputation. You should:

- **Be respectful, polite and patient**, when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises towards customers and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our Confidentiality Agreement and data protection policy** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Inform our Marketing department** when you're about to share any major-impact content.
- **Avoid deleting or ignoring comments** for no reason. They should listen and reply to criticism.
- **Never post discriminatory, offensive or libelous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.
- **Adhere to relevant legislation** including copyright, privacy, defamation, harassment and discrimination, any other applicable laws, and Indianic's policies.

Indianic Confidentiality Agreement

Employees are required to familiarise themselves with Indianic's Confidentiality Agreement (IND-T5-HR001) and sign the agreement upon commencement of their employment. Employees should see and speak to the HR Officer if it has not been actioned.

'Confidential Information' is defined in the Confidentiality Agreement as:

- Information which is, by nature, confidential.
- Information which is specified by a party to be confidential.
- Information which a party knows or ought to know is confidential.
- All information or material that has or could have commercial value or other utility in the business which the disclosing party is engaged.
- Personnel information (including employees, subcontractors, contractors, agents and/or authorised representatives).
- Personal information (refer to the Privacy Act 1988 (Cth)).
- All Indianic policies, plans, procedures, systems, financial records and project development details.

- Information, knowledge, methodology, statistics, trade secrets, ideas, operational information, scientific and/or technical processes or techniques, product composition/design and details owned by Indianic.

Disciplinary Consequences

We'll monitor all social media postings on our corporate account.

We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or corporate accounts.
- Directing offensive comments towards other members of the online community.

If you violate this policy inadvertently, you may receive a reprimand. We expect you to comply after that, or stricter disciplinary actions will apply.

APPROVED:

This Policy will be reviewed every 12 months to ensure its appropriateness, accuracy and value.



Nigel Rees, Managing Director