

# Social Media Policy

SAMPLE

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## Purpose and Scope

This Social Media Policy establishes clear expectations for the safe, lawful and respectful use of social media in connection with [Company Name]. It is designed to prevent work health and safety (WHS) risks, protect workers from psychosocial harm, safeguard organisational information, and maintain compliance with Australian legislation and industry standards.

This policy applies to all workers of [Company Name], including employees, contractors, labour hire workers, volunteers, apprentices, trainees and work experience students, whether engaged on a full-time, part-time, casual, temporary or permanent basis. It covers:

- Use of social media during work hours and on work premises
- Use of social media outside work hours where it has a connection to work
- Use of both [Company Name]-managed and personal accounts when referring to work-related matters
- Use of any device, including company-owned and personal devices (BYOD), where there is a work connection

## Definitions

For the purposes of this policy:

- **Social media** includes all online platforms and tools that enable users to create, share or exchange information, content or messages. This includes, but is not limited to, Facebook, Instagram, X (Twitter), LinkedIn, TikTok, YouTube, Snapchat, WhatsApp, blogs, forums, discussion boards and any similar emerging platforms.
- **Worker** has the meaning given in WHS legislation and includes employees, contractors, labour hire workers, apprentices, trainees, volunteers and others who carry out work for [Company Name].
- **PCBU** (Person Conducting a Business or Undertaking) refers to [Company Name] as the duty holder under relevant WHS legislation.
- **Bullying** is repeated unreasonable behaviour directed towards a worker or group of workers that creates a risk to health and safety, including via social media.
- **Harassment** includes unwelcome behaviour that offends, humiliates or intimidates a person, including sexual harassment and discriminatory conduct, whether or not the person intends to offend.
- **Discrimination** is unfavourable treatment of a person because of a protected attribute such as race, sex, disability, age, religion, sexual orientation or other characteristic protected under anti-discrimination laws.
- **Cyberbullying** is bullying behaviour carried out through digital technologies, including social media, messaging platforms and online forums.

- **Confidential information** includes any non-public information about [Company Name], its workers, clients, suppliers or partners, including intellectual property, commercial information, personal information and security-sensitive details.

## Legal and WHS Framework

[Company Name] is committed to meeting its primary duty of care under relevant work health and safety legislation to ensure, so far as is reasonably practicable, the health and safety of workers and others. This includes managing psychosocial hazards that may arise from social media use connected to work.

Key legal and regulatory considerations include:

- WHS Acts and Regulations applicable in the jurisdiction of operation
- Anti-bullying and harassment provisions, including those enforced by the Fair Work Commission
- Anti-discrimination and equal opportunity legislation
- Privacy legislation, including obligations relating to the collection, use and disclosure of personal information
- Defamation law
- Copyright and intellectual property law

Breach of this policy may expose [Company Name] and individual workers to:

- WHS enforcement action and penalties
- Orders from the Fair Work Commission in relation to workplace bullying
- Civil claims for damages (e.g. defamation, discrimination, breach of privacy)
- Disciplinary action up to and including termination of employment or cessation of engagement

## WHS Risks Associated with Social Media

Social media use can create or contribute to a range of WHS risks, particularly psychosocial hazards. These may arise whether the activity occurs during or outside working hours if there is a connection to work.

### Psychosocial Hazards

Psychosocial hazards related to social media may include:

- Cyberbullying, harassment or discrimination of workers
- Online shaming, trolling or abuse directed at workers because of their role
- Work-related social media disputes that spill into the physical workplace
- Excessive monitoring or unreasonable expectations for online responsiveness
- Exposure to distressing or offensive content related to work

- Damage to professional reputation leading to stress, anxiety or depression

## **Operational and Safety Risks**

Social media activity can also create operational and physical safety risks, such as:

- Posting information that compromises site security (e.g. access points, security measures)
- Sharing images that reveal unsafe work practices or non-compliance
- Distractions from work tasks due to social media use, increasing risk of incidents
- Miscommunication leading to conflict, aggression or threats

## **Privacy and Confidentiality Risks**

Inappropriate social media use may result in:

- Unauthorised disclosure of confidential business information
- Breach of client or worker privacy
- Misuse of images or video footage taken in the workplace

[Company Name] will identify, assess and control these risks through this policy, associated procedures, training and monitoring.

## **Roles and Responsibilities**

### **Officers and Senior Management**

Officers and senior managers must exercise due diligence to ensure that [Company Name] complies with its WHS duties in relation to social media. This includes:

- Ensuring appropriate social media policies and procedures are implemented
- Providing adequate resources for training, monitoring and incident management
- Ensuring WHS and HR functions collaborate on psychosocial risk control
- Reviewing reports of social media-related WHS incidents and ensuring corrective actions are implemented

### **Managers and Supervisors**

Managers and supervisors are responsible for implementing this policy in their areas of control. They must:

- Communicate this policy to all workers and ensure understanding
- Model appropriate and respectful social media behaviour
- Monitor work-related social media channels where applicable
- Respond promptly to concerns or complaints about social media conduct
- Refer matters to HR/WHS for investigation where required