

**1. Version Control**

Version	Date	Author	Approved by	Initial
1	22/03/2024	L.Cole	Nick Somes	NS

**2. Introduction and Purpose**

This comprehensive policy establishes the standards of behaviour for individuals utilising ecoDynamics Group's IT facilities and participating in online activities related to ecoDynamics Group. The purpose is to ensure a responsible and professional representation of the company on both internal and external online platforms.

**3. Application**

This policy applies to all businesses under the ecoDynamics Group umbrella, including ecoDynamics Landscaping, ecoDynamics Mulch, ecoDynamics Services, and ecoDynamics Nursery. All on-site non-employees, such as labour hire, subcontractors, and suppliers, are required to adhere to this policy. It also extends to anyone using ecoDynamics Group's IT network, computers, and contributing to external blogs or sites while associating themselves with ecoDynamics Group. This policy does not override terms in awards, enterprise agreements, or contracts applicable to employees.

**4. Policy**

**a. Definitions**

- **Blogging:** Utilising web logs or 'blogs' for maintaining an ongoing chronicle of information.
- **Confidential Information:** Non-public details about ecoDynamics Group, including trade secrets, pricing information, strategic/marketing plans, and more.
- **Computer Surveillance:** Monitoring or recording information input/output on ecoDynamics Group's computer network.
- **Computer Network:** All internet, email, and computer facilities used by ecoDynamics Group users, both on and off-site.
- **Intellectual Property:** All forms of intellectual property rights worldwide, including copyright, patent, design, trademark, trade name, and confidential information.

**b. Use of Internet, Email, and Computers**

Users are entitled to use the computer network for legitimate business purposes, with limited and reasonable personal use that does not impact work performance or violate policies. Confidentiality of personal information on the network is not guaranteed.

**c. Requirements for Use**

Users must comply with rules, including not violating copyright, creating legal obligations, or disclosing Confidential Information. Prohibited conduct includes unauthorised access, sending SPAM emails, and using computer facilities for personal gain.

**d. Details on Blocking Email or Internet Access**

ecoDynamics Group may prevent email delivery or internet access for inappropriate, offensive, defamatory, illegal, or damaging content. Users will be notified unless specific conditions apply.

**e. Types of Computer/Telephone Surveillance**

Continuous surveillance covers storage volumes, internet sites, emails, and mobile phone data. Records may be audited for legal or investigative purposes.

**f. Purpose of Computer Surveillance Records**

Records may be used for employment-related purposes, law enforcement, legal proceedings, or averting threats.

**g. Standards in Relation to External Blogs and Sites**

Users may contribute to external sites but must avoid publishing material identifying themselves with ecoDynamics Group or that could expose the company to legal liability.

**h. Warning**

Inappropriate blogs can harm both ecoDynamics Group and users' future career prospects.

**i. Enforcement**

Failure to comply may result in disciplinary action, including termination of employment or contractual arrangements for non-employees.

## 5. Additional Sections: Internet and Email Use

### a. Internet Use

The internet is provided for business purposes, with limited private use allowed, provided it doesn't interfere with work and inappropriate sites are not accessed. Management may monitor usage for compliance.

### b. Email Use

Email facilities are for formal business correspondence. Sensitive information must be handled with confidentiality, and non-essential emails should be regularly deleted. Specific guidelines ensure responsible use and protection of ecoDynamics from potential misuse.

### c. Professional Use of Social Media

ecoDynamics expects responsible behaviour when using social media for work or personal purposes. The policy covers maintaining standards, confidentiality, and avoiding harm to the company's reputation.

## 6. Introduction and Purpose

This section highlights the growing importance of social media, encouraging responsible usage reflecting positively on ecoDynamics Group. The policy aims to guide employees in using social media ethically and professionally.

## 7. Application - Who and What This Policy Covers

The policy extends to all businesses under the ecoDynamics Group, governing employee engagement on social media platforms during work or personal activities related to ecoDynamics Group.

## 8. Objectives

The policy aims to ensure ethical and professional online conduct, protecting ecoDynamics Group's reputation and complying with company values and legal requirements.

**9. Rules and Regulations - Introduction**

This section outlines expectations for employee conduct on social media platforms, emphasising responsible and respectful engagement.

**10. Rules and Regulations - Monitoring**

Monitoring of social media usage is acknowledged, and employees are informed about the lack of privacy expectations during work hours.

**The Group HR Manager is Responsible for:**

- Development, management and review of the Group Human Resource policies and procedures and to ensure compliance against good practice principles and all applicable state/federal legislation.

**The Group Marketing Manager is Responsible for:**

- Ongoing management of all social media platforms, including (but not limited to) social media strategy, content curation, posting updates, and monitoring comments. This will be undertaken in conjunction with the Group Marketing Coordinator and other employees if and when required at the discretion of the Group Marketing Manager.

SOCIAL MEDIA ROLES AND RESPONSIBILITIES	PERSON RESPONSIBLE
Message Approval	Group Marketing Manager
Crisis Response	Group Chief Executive Officer
Customer Service	Group Marketing Manager

<b>Social Engagement</b>	Group Marketing Manager
<b>Security and Legal Concerns</b>	Group Human Resources Manager
<b>Staff Training</b>	Group Marketing Manager
<b>Social Media Monitoring</b>	Group Marketing Manager

**11. Rules and Regulations - Brand Guidelines**

Employees are guided on representing themselves and ecoDynamics Group truthfully, avoiding misleading information or offensive content.

**12. Rules and Regulations - Etiquette and Engagement**

Guidelines on proper conduct, disclosure of views as personal, and adherence to platform terms of use, copyright, privacy, defamation, and applicable laws.

**13. Rules and Regulations - Harassment and Bullying**

Equal Opportunities Policy is extended to online activities, emphasising respectful behaviour and addressing online bullying and harassment.

**14. Rules and Regulations - Privacy, Confidentiality and Information Security**

Guidelines on not publishing confidential or classified information, respecting others' privacy, and complying with data protection laws.

**15. Rules and Regulations - Compliance**

Non-compliance consequences are outlined, including disciplinary action and potential termination, aligning with the Conduct and Disciplinary Policy.

### **16. Rules and Regulations - Personal Use of Social Media**

Employees are encouraged to contribute responsibly to ecoDynamics Group's social media platforms, with guidelines for personal use during work hours.

### **17. Legal and Associated Risk**

Clear guidelines are provided to avoid legal risks related to copyright, defamation, and offensive material on social media platforms.

### **18. Roles, Responsibilities and Authority**

Defined roles for the HR Manager and Marketing Manager in policy development, implementation, and compliance oversight.

### **19. Image and Posting Compliance - Employee Safety and Former Employees**

Guidelines for posting images ensuring compliance with safety standards, and discretion regarding former employees.

### **20. Image and Posting Compliance - Project/Client Approval**

Procedures for obtaining client approval before posting project-related content, ensuring transparency and adherence to client expectations.

### **21. Social Media Team - Guidelines and Best Practices**

Best practices for the social media team, emphasising compliance with the policy, engagement, content quality, and collaboration with other departments.

### **22. Approval and Implementation**

This policy has been approved by the Board of Directors of the ecoDynamics Group and is in force as of the date below. It is the responsibility of department heads and managers to enforce compliance with this policy.

### 23. Breaching this Policy

Non-compliance with policy guidelines may result in disciplinary actions, as outlined in the ecoDynamics Group's Conduct Policy.

### 24. Policy Review

The ecoDynamics Group may make changes to this policy from time to time within its complete discretion.

### 25. Related Policies

- Code of Conduct

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*Please be advised that any amendments to this document require formal authorisation and must be distributed through official channels to ensure it is an approved and correct version.*

*This policy serves as a mandatory directive for all personnel affiliated with ecoDynamics Group, whether employed directly or indirectly. This document is to be regarded as an addition to the other ecoDynamics Group's policy and procedures.*

*Should you require additional information or have inquiries concerning this policy, employees currently associated with ecoDynamic are encouraged to consult the comprehensive resource at <https://www.fairwork.gov.au/> and to engage in discussions with their supervisors or Human Resources*

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