

Digital and Social Media Policy

The purpose of this policy is to ensure that all employees including full time, part time and contractors employed by Biennale of Sydney Limited adhere to the professional standard and proper use of online social media.

Introduction:

The use of online social media internet sites include (but are not limited to): Facebook, Twitter, You Tube, LinkedIn, and blogs. They provide a means for people to share ideas, opinions and facts regarding various topics.

Typically, social media should be used to

- Interact and develop new relationships with clients or consumers;
- Seek input from client or consumers on product and service development;
- Improve customer service;
- Facilitate innovation through collaboration with third parties and industry experts;
- Manage Biennale of Sydney Limited's brand and reputation.

Biennale of Sydney Limited staff may use social media tools on the internet in support of their role and where there is clear business benefit provided they have permission to do so from their line manager.

Company social media accounts:

Company website:	https://www.biennaleofsydney.art/
Company facebook:	https://www.facebook.com/biennalesydney
Company LinkedIn:	
Company Twitter:	https://twitter.com/biennalesydney
Company Youtube:	https://www.youtube.com/user/biennaleofsydney
Company Google +:	
Instagram:	https://www.instagram.com/biennalesydney/

For business purposes:

Biennale of Sydney Limited sets the business platform for online social media including LinkedIn, Facebook, Twitter and blogs with associated company profile pages. Biennale of Sydney Limited will continue to investigate new social media products as they emerge in the industry.

Biennale of Sydney Limited employees are encouraged to utilise these mediums in a respectful and conscientious manner, and must remain lawful with existing policy provisions relating to confidentiality, bullying, sexual harassment and privacy.

In line with our organisational values, we expect that our employees will always express ideas

and opinions in a respectful manner.

Only those authorised by the Company HappyHR Administrator may use the Company's logos in communications or post comments on the company's profile pages.

Personal opinions:

Biennale of Sydney Limited acknowledges that employees may use social media to express independent opinions. However, as a condition of employment, Biennale of Sydney Limited may and does place limits on employees' usage of social media as related to company business, internal disagreements among employees, comments pertaining to co-workers, or where such usage violates another company policy such as the employee's electronic communication policy, code of conduct or the workplace sexual harassment & workplace bullying policies. If you engage in social media to support your role at Biennale of Sydney Limited, you must ensure that you have sought and gained approval to do so from your line manager.

Employees are not to include Biennale of Sydney Limited's brand symbols or that of our clients in any personal blogs or postings.

Employees are reminded that work time is intended to be devoted to Biennale of Sydney Limited's business and that their performance can be impaired by misuse or overuse of the electronic media systems for personal activities. Any personal use of online social media should adhere to the time restriction as set in the "electronic communication policy".

When posting you must write "**Opinions and post are my own**" so people understand that the comment is not from the company.

Guidelines for using online social media:

Biennale of Sydney Limited and its employees are legally responsible for their opinions, comments or contents. Biennale of Sydney Limited can be held personally liable by third parties for any commentary deemed to be defamatory; obscene; proprietary to, or owned by other; suppliers/partners or any other person or entity. For those reasons, Biennale of Sydney Limited expects its employees to exercise caution with regard to exaggeration, guesswork, obscenity, materials used in content, conclusions, membership to groups, images and/or video. Be mindful of the power of technology and social media. Your opinions, comments or content will remain public, and will be archived, stored and retrievable indefinitely.

Biennale of Sydney Limited has issued below guidelines for using social media as a tool to flow ideas among persons with a common interest, where the interest is associated with Biennale of Sydney Limited and its products or the industry at large. These guidelines also apply to personal use of social media by employees where such usage may impact Biennale of Sydney Limited.

Using social media sites:

1. Do not interfere with the duties of the employee or his/her colleagues;
2. Do not interfere with the operation of Biennale of Sydney Limited;
3. Do not compromise the security of Biennale of Sydney Limited's systems;
4. Do not impact adversely on Biennale of Sydney Limited's electronic storage capacity;
5. Do not decrease Biennale of Sydney Limited's network performance (e.g. large email attachments can decrease system performance and potentially cause system outages);

6. Do not incur any additional expense for Biennale of Sydney Limited;
7. Do not violate any laws or company policies;
8. Do not compromise any confidentiality requirements of Biennale of Sydney Limited;
9. Biennale of Sydney Limited's business principles must be followed - understand and follow our business principles as described in Biennale of Sydney Limited's mission and vision, code of conduct and use of company property equipment policies;
10. Compliance - Never disclose commercially sensitive or privacy marked company information in your contributions. You should ensure information you publish conforms to Biennale of Sydney Limited's code of conduct policy;
11. Copyright - ensure you are not infringing copyright rules;
12. Personal responsibility - you are personally responsible for content you publish into social media tools - be mindful that what you publish will be public for many years;
13. Authenticity - Always be honest and open, but be mindful of the impact your contribution might make to people's perceptions of Biennale of Sydney Limited as a company. If you make a mistake in a contribution, be the first to come clean and admit it - honesty of this type quickly builds respect among other users;
14. Keep calm - don't pick fights by escalating *heated* discussions but be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are *angry* ... leave it, calm down, and return to it at a later date when you can contribute in a calm and rational manner;
15. Personal judgement - if you feel even slightly uneasy about something you are about to publish, then the chances are you shouldn't do it. Remember, the information you publish will be visible to other web users for a long time. If in doubt, discuss it with your manager first;
16. Discretion - don't discuss competitors, customers, partners or suppliers without their prior approval;
17. Respect - don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would be unacceptable in Biennale of Sydney Limited's workplace. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion;
18. Personal privacy - avoid publishing your personal contact details where they can be accessed and used widely by people you did not intend to see them. It is better to contact an individual outside the collaborative space if you want to take something off-line;
19. Etiquette- before your first contribution on any social media site, it is a good idea to observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow;
20. Day job - activity on social media tools during office hours should complement and/or support your role at Biennale of Sydney Limited.

Always remember:

1. Biennale of Sydney Limited's reputation - content must not bring Biennale of Sydney Limited into disrepute.

2. Relevance - content should be relevant to Biennale of Sydney Limited's business.
3. Commercial - content should not reveal or discuss commercially sensitive matters.
4. Topical - contributions should aim to be topical – related to current news or events.
5. Honest but positive - the content needs to be honest to encourage others to respond. However, this needs to be balanced with pragmatism and positive positioning of Biennale of Sydney Limited.
6. Criticism should be replied to with facts and actions for resolution rather than ignored or accepted without challenge.
7. Compliance - the content should comply with all relevant legal and regulatory requirements.
8. Escalation - if you see any content in a social media forum that you think is defamatory to Biennale of Sydney Limited, do not respond. In the first instance advise the HappyHR Administrator who will advise an appropriate course of action.

Posts should not be published if they:

1. Are considered likely to provoke, attack or offend others;
2. Are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable;
3. Contain swear words or other language likely to offend;
4. Break the law or condone or encourage unlawful activity;
5. Are seen to impersonate someone else;
6. Describe or encourage activities which could endanger the safety or well-being of others;
7. Are posted anonymously.

Unsuitable links:

Links to external web sites are permitted as long as they are not deemed to be unsuitable. A web page is classed as unsuitable if it contains, or directly links to, material which is:

Offensive:

- Pornography & sexually explicit content;
- Text & images likely to offend most people;
- Hate sites (on grounds of race, religion, gender or sexual orientation);
- Gratuitous violence.

Unlawful:

- Condone or encourages unlawful acts;
- Affiliation with cyber-crime networks;
- Breaches copyright law or encourage others to do so;
- Defamatory and/or in contempt of court;
- Hacking or other technical disruption to online services;
- Presents access or safety problems;
- Pay-to-view or other subscription sites;

- Sites which might compromise Biennale of Sydney Limited's network (eg: sites which initiate a download);
- 18+ sites (eg: gambling).

Discipline under this policy:

Management of Biennale of Sydney Limited has the responsibility of overseeing this policy. Supervisors and managers will ensure employees are compliant with all areas of this policy, including any disciplinary action resulting from non-compliance.