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APPLICABILITY TABLE



indicates the businesses, within the division, to which this document applies.

Australian Vinyls / ModWood



Kleenheat



WesCEF Support Services



Ammonia / Ammonium Nitrate



Sodium Cyanide



CSBP Fertilisers



TABLE OF CONTENTS

| | |
|--|----------|
| 1. PURPOSE | 2 |
| 2. DEFINITIONS | 2 |
| 3. RELATED DOCUMENTS | 2 |
| 4. RESPONSIBILITIES | 2 |
| 4.1 EMPLOYEES | 3 |
| 4.2 MANAGERS AND SUPERVISORS..... | 3 |
| 4.3 EXTERNAL PERSONNEL | 3 |
| 5. WHERE CAN YOU GET A COPY OF THIS POLICY? | 3 |
| 6. POLICY | 3 |
| 6.1 POSTING CONTENT ABOUT WESCEF WHEN USING SOCIAL MEDIA | 4 |
| 6.2 USE OF WORK EMAIL ADDRESSES FOR PERSONAL SOCIAL MEDIA ACCOUNTS OR PROFILES | 5 |
| 6.3 INAPPROPRIATE CONTENT RELATING TO WESCEF..... | 5 |
| 7. PROFESSIONAL USE OF SOCIAL MEDIA | 5 |
| 8. COMPLIANCE | 5 |
| 9. DOCUMENT MANAGEMENT | 5 |
| 9.1 SUPERCESSION | 5 |
| 9.2 CURRENCY..... | 6 |

1. PURPOSE

The purpose of the Wesfarmers Chemicals, Energy & Fertilisers (WesCEF) Social Media Policy (the Policy) is to set out the standards of behavior expected by all employees and external personnel when using social media.

The Policy is in place to protect WesCEF from unintended negative exposure and to protect the reputation of WesCEF and its employees.

2. DEFINITIONS

Employees – All WesCEF employees

External personnel – Contractors, consultants, agents and other intermediaries.

Social media – is the collection of internet-based sites or services that encourage participation by the creation and exchange of user-generated content. Examples include but are not limited to LinkedIn, Twitter, Wikipedia, YouTube, Flickr, Facebook and blogs.

WesCEF – Wesfarmers Chemicals, Energy & Fertilisers. References to WesCEF are to the division as a whole and should also be read as a reference to any of its subsidiaries and business units.

WesCEF systems – All computer systems, applications, databases, network devices, PCs, laptops, mobile phones, tablets, and any other IT equipment supplied by WesCEF.

3. RELATED DOCUMENTS

- WesCEF Code of Conduct
- WesCEF Discrimination, Harassment and Bullying Policy
- WesCEF Electronic Usage Policy
- WesCEF Media Policy

4. RESPONSIBILITIES

All employees and external personnel are personally responsible for their actions and words when using social media.

4.1 EMPLOYEES

- Employees are expected to comply with this Policy at all times and should understand that any behaviour that is contrary to this Policy may result in disciplinary action up to and including dismissal.
- Employees should refer any questions regarding this Policy or its application to the relevant general manager, or communications manager.

4.2 MANAGERS AND SUPERVISORS

- To the extent that a person's role involves supervisory responsibilities, they are expected to communicate this Policy and appropriately manage breaches.

4.3 EXTERNAL PERSONNEL

- Contractors, consultants, agents and other intermediaries (external personnel) are expected to know and observe WesCEF standards and should be aware of this Policy.
- External personnel should note that this Policy is additional and does not supersede any obligations they may have with their employer regarding the use of social media.

5. WHERE CAN YOU GET A COPY OF THIS POLICY?

A copy of this Policy can be found on the WesCEF Connect intranet site.

6. POLICY

This Policy outlines responsibilities, obligations, and appropriate behaviour for employees and external personnel identifiable as being associated with or making comment about WesCEF while using social media.

Employees and external personnel should be aware that they may be identified by other users as being associated with WesCEF when participating in social media for personal use, even if they haven't explicitly identified themselves as being so.

Employees and external personnel should also not rely on a site's security settings as being a guarantee of privacy as information may be shared and reposted in less secure settings.

As such, it is important that employees and external personnel are familiar with and understand their obligations under this Policy, the *WesCEF Code of Conduct*, the *WesCEF Electronic Usage Policy*, the *WesCEF Discrimination, Harassment and Bullying Policy* and other associated policies when participating in social media.

Employees should also note that social media use on a personal device in work time is subject to the terms and conditions outlined in their personal contract in relation to hours of work and break periods.

6.1 POSTING CONTENT ABOUT WESCEF WHEN USING SOCIAL MEDIA

Subject to employees observing this and other policies, WesCEF supports the use of social media for the promotion of its goods, services and activities.

There are a number of employees who are specifically authorised to represent and post content on behalf of WesCEF when using social media and only these employees are permitted to post content on behalf of WesCEF. (refer Section 7 in this Policy “Professional Use of Social Media”).

If employees (or external personnel) not specifically authorised to represent or post content on behalf of WesCEF wish to post content relating to WesCEF when using social media, they should consider their obligations under this Policy and be aware of the potential implications of their actions. Specifically, they should exercise good judgement about the information they are posting, ensuring it is honest and accurate, is respectful of customers, suppliers, fellow employees and external personnel, and does not negatively impact the reputation of WesCEF or any of its employees.

In addition to this, when using social media, employees and external personnel must not:

- appear to comment on behalf of WesCEF;
- disclose confidential or privileged information about WesCEF, employees or external personnel, customers or suppliers;
- post or share any information or content which is commercially sensitive or meant for an internal audience;
- use WesCEF's intellectual property unless it has already been made publicly available through a WesCEF social media profile or WesCEF external website;
- use any WesCEF logos without approval from the divisional Communications Manager or relevant Marketing Manager; or,
- share, post or publish any photographs or videos of employees, external personnel, customers or suppliers which relate to their relationship with WesCEF, or images taken of WesCEF premises or at any WesCEF event unless:
 - the photograph or video has already been made publicly available through a WesCEF social media profile or WesCEF external website; or
 - they have the permission of each person shown in the photograph or video, or, in the case of images taken of WesCEF premises, they have the permission of WesCEF.

Also, a breach of this Policy and the *WesCEF Code of Conduct* may occur where the behaviour of employees or external personnel while using social media:

- damages WesCEF, its business, interests, reputation, products or other assets;
- damages other WesCEF employees or external personnel;
- damages the employment relationship between the employee and WesCEF; and/or

- indicates that an employee or external personnel are unfit to perform their regular duties and role.

6.2 USE OF WORK EMAIL ADDRESSES FOR PERSONAL SOCIAL MEDIA ACCOUNTS OR PROFILES

Employees must not use their work email address as the primary email address to manage personal social media accounts or profiles, or to sign up for a new account. Any social media account or profile that is for personal use must use a personal email address.

6.3 INAPPROPRIATE CONTENT RELATING TO WESCEF

When using social media, employees and external personnel may notice inappropriate content relating to WesCEF.

WesCEF would like to be alerted to inappropriate content to enable it to correct misinformation, or provide further information or relevant context where appropriate.

With this in mind, employees and external personnel are encouraged to alert the communications team at communicationsteam@wescef.com.au the appropriate Marketing team, their manager or supervisor, or their human resources representative about inappropriate content relating to WesCEF.

In addition, employees and external personnel should consider the potential breaches of this Policy that could occur by participating with or sharing inappropriate content further.

7. PROFESSIONAL USE OF SOCIAL MEDIA

Only employees that have been authorised by the communications manager or relevant general manager or chief operating officer can use social media on behalf of WesCEF, including representing WesCEF and making comment on behalf of WesCEF.

The communications team can be contacted at communicationsteam@wescef.com.au

8. COMPLIANCE

A breach of this policy may result in disciplinary action, up to and including termination of employment or contract.

In addition, employees or external personnel should be aware that such conduct may also be subject to civil and/or criminal proceedings.

9. DOCUMENT MANAGEMENT

9.1 SUPERCESSION

This policy supersedes all previous WesCEF policy on use of social media.

It is in addition to but does not supersede any obligations that external personnel may have with their employer regarding the use of social media.

9.2 CURRENCY

This policy applies from the date of issue until it is replaced by another policy.

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