

SOCIAL MEDIA POLICY

The Popularity of social media creates opportunity, challenges and risks for ICI Industries Pty Ltd (ICI Industries) and its employees. This policy and supporting documentation aims to clarify the benefits and risk of social media.

Defining Social Media.

Social media are a group of web-based applications that enable the creation and exchange of highly accessible user-generated content. Social media occur in a variety of formats including chat rooms, weblogs, social blog, wikis, microblogging internet fora, vod and podcasts, pictures video, and rating and social bookmarking. Examples of social media include but are not limited to Facebook, LinkedIn, MySpace, YouTube, Flickr, WhatsApp, Twitter, Weibo and Instagram.

Scope.

This Policy is related to all Full time, part time and casual employees of ICI Industries as well as contractors and subcontractors working for or on behalf of ICI Industries or any associated company.

All ICI Industries Employees and Contractors are restricted from making comments on behalf of ICI Industries or using ICI Industries branding (including the corporate logo, internal logo and registered trademarks), in any social media platform unless otherwise authorised.

All ICI Industries Employees and Contractors acknowledge that:

- they must not make comments which might reflect negatively on ICI Industries' reputation;
- they must not make comments at all about fellow employees;
- they must not disclose confidential or commercially sensitive information;
- they must not endorse or cite any client, partner or supplier;
- they must observe relevant privacy, defamation and copyright laws; and
- they must comply with relevant discrimination laws and ICI Industries policies that relate to discrimination and harassment.

Warning.

ICI Industries Employees and Contractors should be aware that, (in accordance with the Internet, Email and Computer Use Policy) Internet usage is continuously logged and archived by ICI Industries for monitoring purposes on an ongoing basis.

Breaching of policy.

Any breach of this policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or for Contractors the termination or non-renewal of their contract for service).