

Social Media Policy

Be smart. Be respectful. Be human.



1. PURPOSE

We are constantly bombarded by friend requests, status updates and links to videos of funny babies and pets. At Synaco, we not only embrace the media and technology that make these bombardments possible, we harness and encourage them, recognising their power and influence within the recruitment arena. Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day, whether you're Tweeting or talking with candidates or clients. Remember, your responsibility to Synaco doesn't end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to Synaco.

At the same time, we recognize the challenges of the increasing competition for our time and attention created by this barrage of messages. To address these challenges, we have created the following guidelines for team members' use of social media tools both in and out of the office.

Be smart about what you publish. Once you put something out there, it can be difficult to retract. Make sure your online brand doesn't diminish or tarnish your offline brand. Be respectful to the company, fellow team members, clients and competitors.

2. SCOPE

This procedure applies to all employees at host employer sites and all employees of Synaco Group which includes Synaco Global Recruitment, Synaco Resources Pty Ltd, and at all locations.

3. RESPONSIBILITIES

- 3.1 It is the responsibility of the Company Director to ensure all personnel are made aware of the Social Media Policy.
- 3.2 It is the responsibility of all Managers to ensure this procedure is in force and to carry out disciplinary action in accordance with the disciplinary procedure if it is not adhered to.
- 3.3 It is the responsibility of all social media users to ensure they adhere to this policy.

4. RELATED DOCUMENTATION

100-0002 – Disciplinary Policy & Procedure

5. GENERAL PRINCIPLES

The following are guidelines we request you abide by while you are employed with Synaco:

5.1 Overall Philosophy

While you are on company time, please refrain from online activities that don't bring value to Synaco. Think of your personal time online in the same way you think of personal phone calls or emails.

5.2 Blogging

Microsoft has a bone-simple blogging policy. Be smart. We ask the same of you. Please be smart in your online activities. They reflect on both you and the agency. The ability to publish things that may never go away and can be forwarded endlessly, well, it gives us pause and we hope it does you, too. We view personal websites and blogs as good things. We respect your online activity as a medium of self-expression. Please note, though, that confidentiality agreements prevent disclosure of all client and Synaco business. Readers may view you as a de facto spokesperson for our company.

While you are employed with Synaco, please observe the following blogging guidelines:

- Do not work on your personal blog during business hours. If you just must scratch the itch to blog, write a post for the Synaco blog.
- When posting to your personal blog, please make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the agency's views. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – in a reasonably prominent place on your site: The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer.
- Respect the company's confidentiality and proprietary information.
- Ask your direct supervisor if you have any questions about what is appropriate to include in your blog.
- Be respectful to the company, fellow team members, clients and competitors.
- Understand and comply when the company asks that topics not be discussed for confidentiality or legal reasons.

5.3 Online Social Networking

Online social networks include sites like Facebook, Instagram, Twitter and LinkedIn (and many, many more). Social networking apps, such as Snapchat and WeChat, are also gaining ground in the U.S. and around the world.

Here are our recommendations regarding proper etiquette on these sites and apps:

- Use Facebook, Twitter and Instagram (and similar sites and apps) as your personal network. If you don't want to friend or follow co-workers, vendors or clients, don't feel pressured to.
- Use LinkedIn as your professional network for adding work-related colleagues.
- If you are uncomfortable with adding a contact, don't add him or her. These might include former employees or competitors.

The biggest concern when it comes to social sites is not the time it takes to tweet or status update, but the time and focus you spend keeping up with the numerous conversations.

Please observe the following guidelines:

When status updating or tweeting, please make it clear to your followers that the views you express are yours alone and that they do not necessarily reflect the company's views. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar on your profile: Views are my own.

5.4 **Social Video**

Watching a quick video on YouTube can spark creativity and lighten a stressful day. We don't want to ban YouTube, we just ask that you moderate the time you spend watching videos.

5.5 **Blog Reading**

Just like videos, blogs are invaluable sources of inspiration and information. Please refrain from reading personal or non-industry blogs during company time.

5.6 **Online Shopping**

Unless it is work-related, please refrain from online shopping during company time.

5.7 **Email Forwards**

Jokes, urban legends and get-rich email forwards are the oldest form of Internet-based social media. When it comes to company email, we ask that you think twice before hitting send. If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please contact a member of the digital team.

6. QUICK REFERENCE GUIDE

6.1 Do's:

- **Disclose your Affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with Synaco.
- **State That It's YOUR Opinion:** When commenting on the business. Unless authorized to speak on behalf of Synaco, you must state that the views expressed are your own. Hourly employees should not speak on behalf of Synaco when they are off the clock.
- **Protect Yourself:** Be careful about what personal information you share online.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself. If you are not a vice president, don't say you are.
- **Honour Our Differences:** Live the values. Synaco will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

6.2 Don't disclose:

- **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so
- **Personal Information:** Never share personal information about our customers. See the Customer Information Policies for more information.
- **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own creations. This includes illegal music sharing, copyrighted publications, and all logos or other images that are trademarked by Synaco.
- **Confidential Information:** Do not publish, post, or release information that is considered confidential or top secret.
- **Basically, if you find yourself wondering if you can talk about something you learned at work -- don't.** Follow Synaco's policies and live the company's values and philosophies. They're there for a reason.

Just in case you are forgetful or ignore the guidelines above, here's what we would like you to avoid:

- X - Let yourself down and allow your personal brand to be viewed differently by your peers and managers**
- X - Let your team mates down**
- X - Misrepresent Synaco's company values negatively**
- X - Restrict your own future access to these platforms**
- X - Restrict EVERYONE's future access to these platforms**