

Who does this policy apply to?

This Social Media Policy applies to workplace participants at Australian News Channel (ANC).

If engaged in editorial work, you must also comply with the requirements of ANC's Code of Conduct Policy.

As well, this Social Media policy should be used in conjunction with the News Corp (News) Standards of Business Conduct Policy and ANC's Using Technology Safely Policy.

Definition

"Workplace participants" means full-time, part-time, fixed-term and casual employees and also contractors, contributors, consultants, freelancers, walkers, interns and volunteers.

External social Media

You should not disparage ANC or News or make adverse comments about anyone who works here, either through our resources or external computers and mobile devices.

Sponsored posts – All sponsored social media posts must be approved by your Leader in consultation with ANC's Commercial Director, and the Head of Marketing and Publicity.

Exporting / sharing video – The exporting and sharing of video content from Sky News' servers must be approved by your Leader. If you are posting these videos to social media, ANC's Head of Digital must approve.

You should always be aware that, as set out in our Using Technology Safely Policy, computer and internet usage is continuously logged and archived for monitoring purposes. If we become aware that you have made inappropriate comments about the company or someone who works here, the company may take disciplinary action.

Representing News and ANC companies

Communication on behalf of News Corp or ANC for business purposes on social media is only permitted with prior consent of an employee's Leader and such communications must comply with company policies.

A register of branded social media accounts will be maintained for ANC which utilises social media for the purpose of business in ANC.

Employees' social media accounts that carry an association with ANC or News, either via their naming convention, their profile information or through the subject matter (for example, federal politics), should assume all communication through their social media account could be viewed as a representation made on behalf of ANC.

If you use a social media account to communicate about matters related to ANC, this policy applies to you.

If you do not have authorisation to represent ANC but may wish to mention ANC or Sky News in social media at times, it's important such comments are distinguished as your thoughts, not the company's. You also must not use the company's branding or intellectual property (including logos, copyright and trade marks).

Social media comments should be based on sound factual material and be consistent with our goals and objectives. You must not make comments which might reflect negatively on the company's reputation, including deliberately false or misleading claims about the company, our products or services, or endorse or cite any of our clients, partners or suppliers without prior approval.

You must not disclose confidential information or commercially sensitive information about ANC or News Corp companies, even after you no longer work for us, including (but not limited to):

- Trade secrets
- Pricing information, such as internal cost and pricing rates
- Marketing or strategy plans
- Supply agreements or arrangements
- Commercial and business plans
- Contractual arrangements with third parties
- Tender policies and arrangements
- Financial information
- Sales and training materials
- Technical data
- Schematics, proposals, intentions or designs
- Policies and procedures documents
- Data which is personal information for the purposes of privacy law; and
- All other information obtained from ANC or the News Corp companies or obtained in the course of working or providing services to ANC or News Corp companies that is by its nature confidential.

Language

Use appropriate language. Obscene and/or highly derogatory language must not be used.

Legal Considerations

Normal legal considerations apply for anything published on social media – contempt, defamation, privacy and copyright breaches are all possible. You may be legally responsible for any content you publish, so you need to be aware of applicable laws.

You must also comply with our policies relating to discrimination and harassment and not engage in prohibited conduct.

Court and suppression orders apply to social media. Take particular care with any tweets about court proceedings.

Similarly, merely linking to material published online by others that is (or potentially) defamatory or in contempt of court could make you as liable under law as the original publisher. When in doubt, consult your leader or ANC's Head of Legal prior to publication.

Uploading or downloading material without permission, particularly photographs and videos, can possibly breach intellectual property laws. Before re-publishing any material, you must ascertain the identity of the copyright owner and seek their permission unless fair dealing (fair use) exemptions apply. Check with your Leader or ANC's Head of Legal before re-publishing in particular any contentious photographs or video from social media to ensure you comply with intellectual property and fair trading laws.

If you discover a mistake in material you have published, you must immediately inform your leader or ANC's Head of Legal and then take any steps authorised by them to correct the mistake.

Material posted by others

Inappropriate or disparaging content stored or posted by others in the social media environment has the potential to damage our reputation.

Every effort must be made to correct inaccurate comments. If you become aware of such material, notify your Leader or ANC's Head of Legal who will determine the appropriate response.

Security and Privacy

Social media sites and accounts can attract hackers and present risks to corporate networks as well as your personal computer or mobile device.

A compromised account can also cause disclosure concerns for ANC.

You must comply with ANC's Using Technology Safely policy which has detailed requirements regarding security.

To minimise these risks:

Use passwords for social media sites that are not easy to guess such as eight characters alpha-numeric;

If possible, multi-factor verification or a social media management tool to authenticate your social media account;

Monitor your social media accounts periodically if you don't actively use them;

Be mindful that social media sites sometimes are used to distribute malicious software or code, or "malware". If you think a link sent to you might be malware, don't click on it. This could result in software or code being downloaded or installed on your computer, mobile device or ANC networks.

To ensure social media privacy:

Protect your privacy – do not disclose personal information online;

Be aware that when "friending" or "adding" confidential sources, you could be outing them as such and thus breaching their privacy and right to anonymity;

Even if you use privacy tools, assume that everything you write, exchange or receive on social media could become public.

Anonymity and Covert Activities

Journalists are required, except in exceptional circumstances, to identify themselves. When operating covertly on social media to pursue stories in the public interest, they should meet the requirements to do so as specified in ANC's Code of Conduct Policy.

Work time use of social media

Use of social media in normal work time, for reasons not related to your work, should not interfere with your normal work responsibilities. If it does, we may limit your access during work hours.

Disciplinary action

Failure to comply with this policy may result in disciplinary action up to and including the termination of your employment or in the case of non-employees, termination of your contract for services.

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