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# Social Media Policy

## Purpose

The purpose of this Policy is to set clear expectations regarding employees' use of online communication and social media forums when that relates to Ports of Auckland (POAL) in any way. It:

- clarifies the acceptable use of these channels and forums
- highlights potential consequences for misuse and abuse of online social media.

This Policy is not intended to limit freedom of speech, rather to limit potential financial or reputational risk to the company resulting from inappropriate online social media use; and to ensure employees are aware their personal use of social media may have employment-related consequences.

## Definition

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. Some examples are Facebook, Snapchat, LinkedIn, Twitter, blogs, media comments sections and more.

## Scope

The Social Media Policy applies to employees, contractors, agency-provided temporary staff, volunteers and anyone else who may have access to POAL group company information or assets (referred to in this Policy as employees).

Restrictions always apply during employment within the POAL Group whether on or off duty; and after employment has ceased regarding false, defamatory and confidential information.

Outside of the workplace an employee may be identified as such and you must be aware that the same standards of behaviour will be expected of you as would apply at work.

This includes disclosures on social media including comments that may bring the company into disrepute.

## Company Policy

### Your Responsibility

When posting to any social media you must not engage in activities, which would bring the company into disrepute, and must adhere to POAL Values and Policies, including the Privacy Policy and the Code of Ethics.

## **Protect Yourself and Others**

Once information is on a social networking site it is essentially public information. It should be assumed that it can be seen by anyone. Even with the use of privacy settings an individual's information can be republished elsewhere without their control, by those permitted to view it. You must be sure the information you are posting is something you are intending or potentially willing to share with a wider audience.

You must obtain the consent of your colleagues before posting online information, photographs, videos or similar that may identify them, to avoid potentially compromising their privacy or security. Even if you feel they are harmless, your colleagues may not agree.

False or defamatory statements or the publication of an individual's private details could result in legal liability for the company and the person making the posting.

## **Consequence for Breach of this Policy**

For POAL employees, breach of this policy may be considered misconduct or serious misconduct and may result in disciplinary action up to and including dismissal.

For contractors, breach of this policy may be considered a material breach of your contract and may result in the immediate termination of your contract without notice and/or a trespass order.

For external port users, breach of this policy may result in suspension from the port for a set period and/or indefinitely and/or a trespass order.

## **Productivity**

If you have access to online channels and social media, including through mobile devices or other means, you must keep personal use during work hours to a minimum. It must never interfere with your work responsibilities.

## **Protect Confidential Information**

You must never:

- Disclose the company's confidential information. This includes, but is not limited to, non- public financial information such as future revenue, earnings, and other financial forecasts, and anything related to company strategy, policy, management and potential acquisitions, that have not been made public.
- Post any confidential or private information that could constitute a breach of the Privacy Act about employees, customers, contractors and suppliers.
- Post any content that includes imagery or references a customer or customer's brand without approval from the Communications Team.

You may only make observations about competitors' services and activities if their observations are accurate and based on publicly available information.

If you are unsure whether company information is confidential you must check this with a manager before posting. Similarly, if you are unsure if your actions may breach the Privacy Act they should check this with the company's Privacy Officer.

## **Don't Speak for the Company**

If you make a comment in social media about the company, our services, staff, customers, contractors, suppliers, or competitors, you must make it clear that any comments relating to our business are your own views and opinions and do not represent the views of the company.

The only official spokespeople for the company are as outlined in the Media Policy.

## **Refrain from Objectionable or Inflammatory Posts**

All social media activity by employees where they can be identified as an employee, or concerning the company and those associated with it, such as employees and customers, must comply with Our Values and POAL policies.

## **Legal Liabilities**

All employees must recognise and respect others' intellectual property rights, including copyright.

## **Monitoring of Social Media**

The company may choose to review employees' social media accounts that are in the public domain. If any content of such accounts is deemed to demonstrate a breach of Our Values, company policies, procedures, or processes, then this may result in disciplinary action against the employee, or any others implicated by such information.

## **Freedom of Speech**

Ports of Auckland recognises the entitlement of employees to freedom of speech and political opinion. This policy is not intended to restrict these, but rather to make employees aware of their obligations to the company – to protect its confidential information and refrain from public opposition to port strategy when identifiable as a POAL employee. Freedom of speech does not entitle anyone to defame or harass others including the company or its management and employees.

**Approved by the CEO: 25 October 2022**

**Policy Owner: GM People, Culture and Communications**

**Reviewed: 2 yearly**