

Policy – Social Media

Authority: C.A. Board of Directors
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1. Context:

Composites Australia (C.A.) is constituted to promote the interests and reputation of Composites and C.A. among its stakeholders¹ and to responsibly do what may be considered necessary for further development of the Australian composites industry. Social Media is used for this purpose as well as to keep members informed on matters affecting the industry.

C.A. personnel and members using social media should expect that any and all communications have entered the public domain and no limitation on distribution should be relied upon.

As custodians of the C.A. brand and the association's corporate identity, C.A. has a duty to protect and enhance its reputation and that of the Australian composites sector.

2. Purpose of this policy:

- 2.1. This policy outlines our approach to official social media use by contractors, employees, members and public participation in our social media channels.
- 2.2. It establishes a framework to ensure all personnel engaged in C.A. activities understand their obligations in respect to social media.
- 2.3. The purpose of the policy is to project and promote the interests and reputation of C.A. among its stakeholders and the general public, but also to protect all personnel engaged in C.A. activities. The policy is not designed to prohibit, discourage or unduly constrain freedom of expression in regard to online communication.

3. Definitions

- 3.1. Social media includes social networking sites, blogs and other online media that allow user participation and interaction.

4. Policy Scope/Coverage

- 4.1. This Social Media Policy applies to all individuals involved in C.A. activities, including directors, officers, employees, volunteers, and contractors, irrespective of whether they are officially representing C.A..

5. Responsibilities and Authorities:

- 5.1. The Executive Director is solely responsible for managing C.A.'s official social media accounts. This includes safeguarding login credentials and overseeing the publication of content related to C.A.'s news, achievements, and promotions.
- 5.2. The ED has carriage of protecting the login and password details of all social media accounts.

¹ Members, Federal, State and Local Governments and regulatory authorities, insurance companies, consumer organisations, the media and the general public.

6. Disclosure of Information

- 6.1. C.A. contractors, executives and members must not expose commercially sensitive or classified information which they obtain through their involvement in the C.A. on social media platforms.
- 6.2. Personal information about individuals of companies cannot be provided to third-parties without their consent. This includes email addresses of colleagues or stakeholders and other identifiable information which is expected to be treated with discretion and care.
- 6.3. C.A. must approve all content (written and visual) in which C.A. is mentioned and/or the C.A. brand is used before it is publication, be it through social or traditional media.
- 6.4. Equally, C.A. must seek approval of content (written and visual) on member companies created by C.A. before publication, be it through social or traditional media.

7. Public commentary

- 7.1. We actively seek input, ideas, questions, complaints and feedback from members, stakeholders, Governments and the public. We encourage open conversation and debate, but expect participants to behave in a respectful manner.
- 7.2. We reserve the right to delete comments that are:
 - knowingly false or mischievous complaints or statements about individuals, companies or the government
 - misleading, obscene, off-topic, sexist, racist or spam
 - promotional or commercial in nature
 - unlawful or incite others to break the law
 - defamatory or harassing of our contractors, employees, volunteers or the participants in our channels
 - information that may compromise the safety or security of the public
 - repetitive posts copied and pasted or duplicated by single or multiple users
 - any other inappropriate content or comments as determined by C.A.
- 7.3. When making comments in a private capacity, persons identifiable with C.A. should make clear they are expressing their own view and not speaking on behalf of the organisation.

8. Bullying and Harassment

- 8.1. C.A. strictly prohibits bullying or harassment on social media. Inappropriate behavior, whether in a C.A. capacity or personal use, may lead to investigation and disciplinary action, including potential legal consequences..

9. Linked Policies

- 9.1. Branding Guidelines
- 9.2. Grant Endorsement

END