



Social Media Policy

Purpose

The purpose of this policy is to provide guidelines for A Team Tuition Australia (ATTA) employees on the use of social media in a professional capacity and to ensure that ATTA's reputation is not compromised.

Scope

This policy applies to all employees of A Team Tuition Australia Pty Ltd. Employees are free to use social media for personal purposes outside of work hours, however they are not permitted to post any content that could be seen to reflect negatively on ATTA. This includes both on behalf of ATTA and as an employee of ATTA in activities such as:

- Making comments on behalf of ATTA and as an employee of ATTA.
- Writing or contributing to a blog and/or commenting on other people or business blog posts.
- Posting comments on public and private forums, message boards, or internet sites.
- Maintaining a profile page on any social or business networking site, including but not limited to Instagram, LinkedIn, Facebook, Pinterest, Snapchat, X and YouTube.

Application

ATTA Employees are expected to use social media in a responsible and professional manner. Employees should not post and content that could be considered discriminatory, defamatory, or offensive. Employees are not permitted to post any confidential or proprietary information about ATTA, it's employees or its clients. This includes both as a representative of ATTA and personally, as an employee of ATTA. Social Media as referenced in the policy includes all internet-based publishing technologies, allowing authors, readers, and publishers to connect and interact. This may include, but is not limited to, social or business networking sites (e.g., Facebook, LinkedIn), video and photo sharing websites (e.g., YouTube, Flickr, Snapchat), blogs, micro-blogs (Twitter/X), chat rooms, forums, and other internet-based platforms.

1.0 Authorisation

ATTA employees are not permitted to engage in social media as a representative of ATTA or on behalf of ATTA without obtaining written approval from ATTA. Written approval could include activity that is required as part of the employee's role at ATTA and detailed in the employee's job description. If the employee is required to conduct activity as part of their role, they are still required to ensure that they represent ATTA professionally and in line with ATTA values, guidelines, and policies.

2.0 Guidelines

All employees of ATTA are not permitted to share the following types of information:

- Confidential Information related to ATTA, its clients, business partners, or suppliers.
- Material that infringes on the privacy or publicity rights of any party.
- Information (regardless of whether it is confidential or public knowledge) about clients, business partners, or suppliers of ATTA without prior written authorisation.

In order to be aligned with the Australian Working With Children Policy, **APTs are not permitted to:**

- Encourage the use of social media use for students
- Express personal views on the use of social media to students
- Add any A Team Tuition student on social media until they turn 18 years of age AND are not getting support from A Team Tuition

3.0 Confidential Information

Confidential information includes any information, in any form, related to ATTA and related bodies, clients, or businesses, which is not in the public domain. This includes but is not limited to information relating to A Team Tuition Pty Ltd, their partners, employees and clients.

4.0 Acknowledgement of Rights

ATTA recognises the right of its employees, contractors, and sub-contractors to contribute content to public communications on websites, blogs, and business or social networking sites not operated by ATTA. However, inappropriate behaviour on such sites can potentially harm ATTA, its employees, clients, business partners, and suppliers. ATTA encourages employees to maintain private social media profiles where possible. This reduces the risk of personal opinions and actions on social media, adversely affecting ATTA's brand and reputation.

5.0 Compliance

All employees, contractors, and sub-contractors of ATTA must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action, up to and including termination of employment or for Contractors and Sub-Contractors, the termination or non-renewal of contractual arrangements. Other disciplinary actions may include issuing formal warnings, directing individuals to attend mandatory training, suspending workplace access, or permanently or temporarily denying access to ATTA's computer network.

8.0 Review

This policy will be reviewed annually in line with ATTA planning cycles and updated accordingly. Any revisions will be to ensure effectiveness in delivering business goals and alignment with employment standards and requirements. Any revisions will be published and communicated in writing to all APTs.

Version Control

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