

C R A G G Y R A N G E

VINEYARDS LTD

Policy Name:	Social Media Policy	Department:	Marketing		
Policy Owner:	Marketing	Approved By:	General Manager		
Creation Date:	August 2016	Review Date:	August 2018	Version Number:	1

1. Purpose

1.1 The purpose of this Policy is to:

- a) Provide guidance to employees with respect to both personal and official Craggy Range use of social media and,
- b) Set out accountabilities and responsibilities for employees in relation to the Craggy Range's social media presence.

2. Scope

2.1 This policy is broad in nature to accommodate the fast changing landscape of social media and applies to all employees and Craggy Range.

3. Definitions

3.1 **Social Media** includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites (i.e. Facebook, LinkedIn), video and/or photo sharing websites (i.e. YouTube, Instagram, Flickr), business/corporate and personal blogs, micro-blogs (i.e. Twitter), chat rooms and forums and/or Social Media.

4. Policy

- 4.1 Craggy Range supports the use of social media as a way of facilitating communication and dialogue between its various audiences, e.g. visitors, customers, the business sector, and media and enhancing the participation and engagement of the brand.
- 4.2 Employees must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.

5. Procedure

- 5.1 Only authorised employees may engage in social media as a representative of Craggy Range.
- 5.2 All contributions or participation towards social media undertaken on behalf of Craggy Range must be professional at all times and in the best interests of Craggy Range.
- 5.3 An employee identified as having responsibility for a Craggy Range social media site or presence must ensure information posted is:
 - 5.3.1 Up to date and includes appropriate links to the Craggy Range webpage
 - 5.3.2 Wherever possible, communicated in the first person
 - 5.3.3 Factually correct
 - 5.3.4 Authentic and professional in tone and manner

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5.3.5 Granted permission to use imagery of employees, clients, business partners and/or suppliers.

5.4 All employees must ensure they do not communicate any:

5.4.1 Confidential Information relating to Craggy Range or its clients, business partners or suppliers;

5.4.2 material that violates the privacy or publicity rights of another party; and/or

5.4.3 information, (regardless of whether it is confidential or public knowledge), about clients, business partners or suppliers of Craggy Range without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites.

6. Personal Social Media Involvement

6.1 An employee using social media site as a private individual:

6.1.1 Must not post confidential or proprietary information of or about Craggy Range, its employees (former or current) which was acquired in the course of the employees' employment at Craggy Range.

6.1.2 When posting about Craggy Range, must do so in a professional manner and must always consider how the post may reflect on Craggy Range.

6.1.3 Must consider the privacy of other co-workers, and must not post photos, videos or details of internal conversations that may identify them without their permission.

6.1.4 Must not use Craggy Range's name or logo to promote a product or cause.

6.1.5 Must ensure that any information posted about Craggy Range is factually correct.

7. Responsibility for Monitoring

7.1 The General Manager is responsible for monitoring compliance with this policy and reporting any breaches to the Chief Executive Officer.

7.2 Breaches of this policy may result in disciplinary action.