



SOCIAL MEDIA POLICY

Wasco is committed to a consistent approach to the management of social media in the workplace and any place where Wasco employees attend in relation to their service as an employee.

Employees, contractors, consultants, secondees, and directors must adhere to the following principles nominated in this Policy when interacting on social media platforms.

- **Know the legal implications:** Laws that apply to traditional media forms, such as privacy, defamation, copyright, harassment, discrimination, and contempt also apply to social media.
- **Disclosure:** Appropriate disclosure must be communicated to the audience that the commentary on any platform being used is in their capacity as a representative of Wasco.
- **Authorisation:** There is no interaction on social media for work-related purposes unless written approval has been provided by an authorised manager.
- **Communication:** Communicating through any social media platform, be it on behalf of Wasco or a personal account, must be in a professional and courteous manner so as not to bring the reputation of Wasco into dispute.
- **Behaviour:** Communications on any social media platform must not harass, bully, discriminate, or victimise employees, contractors, clients, or suppliers of Wasco. This requirement extends to any communication on a personal social media account where personal comments (not related to any role-based requirements) are directed toward, in reference, or connection to Wasco, its employees, contractors, clients, or suppliers.
- **Confidentiality:** Information considered confidential to Wasco must not be divulged, used, or commented on. This includes, but not limited to, financial information, business strategy, sales results, client information, trade information, or staff changes. Confidentiality obligations continue even if an engagement with Wasco ends.
- **Connections:** Social media connections, such as 'friending' or 'following', employees, clients, or suppliers may disclose confidential working relationships, breach rights to anonymity, or have a similar effect. Such factors should therefore be considered prior to making a social media connection.
- **Company Brand:** Interaction on any social media platform must clearly distinguish fact from opinion, and all activity must be with common sense, integrity, and accuracy. Whether in a role-based or personal capacity, there is to be no communication that may be detrimental to the brand or reputation of Wasco, its businesses, brands, employees, contractors, clients, and suppliers.
- **Usage:** Personal use of any social media platform must not detract any person from the effectiveness in the workplace and the ability to competently undertake employment responsibilities. Distraction caused by social media is to be avoided during normal business hours unless such usage is a function of the role.
- **Media:** Photographs, images, video, or any form of media from a Wasco worksite must not be divulged, used, or shared unless authorised for official Wasco business. Any comments on any Wasco media must not harass, bully, discriminate, or victimise employees, contractors, clients, or suppliers of Wasco.

Employees, contractors, consultants, secondees, and directors must not use any Wasco social media account for their own use or personal gain, such as driving traffic to a personal social media site.

Wasco considers non-compliance with this Policy a serious matter and any non-compliance will be investigated and managed through a formal disciplinary process.

Mel Whyte
President
Wasco Australia

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Wasco (Australia) Pty Ltd
ABN: 29 122 647 287
60 Commercial Drive, Shailer Park QLD 4128
t +617 3255 6550
www.wascoenergy.com.au

