



## ONLINE AND SOCIAL MEDIA POLICY

This policy aims to ensure that Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd has an effective, prompt and coordinated approach to the use of Social Media which represents the company in a public forum. It is Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd policy to ensure that Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd is not misrepresented in a public forum through the use of Social Media such as Facebook and You Tube.

All employees must be aware that Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd expressly prohibits inappropriate use of the company's social media. This includes inappropriate posts on the company Facebook page. Inappropriate use is unacceptable and cannot be tolerated under any circumstances.

Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd Social Media Administrators, managers and supervisors will seek to ensure that no employee posts inappropriate content either on the company's social media platforms or information that reflects negatively on the company and related companies on their personal social media platform. Disciplinary action may be taken against anyone found to be guilty of misuse of social media, including termination of employment.

### What is Inappropriate Use of Social Media?

Examples of inappropriate use may include (but are not limited to):

- The use of swear words and other inappropriate language, which is not limited to English.
- Written abuse of other users of social media
- Unprofessional conduct, such as engaging in arguments with customers
- Links to inappropriate websites and videos, such as pornography
- Comments which reflect negatively on the company or related companies
- Comments or posts on a personal social media account, which is viewable by others privately or publicly, that reflects negatively on the company or related companies
- Posting of content which does not have the customers permission to use, such as cars in the workshop
- "Checking In" to the Company's or related companies Facebook page in a negative manner
- Any actions which breach the Social Media's platforms terms of use and conditions
- Any actions which breach Toyota Australia's use of Social Media Terms and Conditions

### Breach of this Policy

Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd employees and other workplace participants are required to comply with this Policy at all times. If an employee breaches this Policy, he or she may be subject to disciplinary action. In serious cases this may include termination of employment.

Dated 26 July, 2013