



MIKE CARNEY GROUP

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. This includes marketing of products that represent or are attributed to the company. This includes but is not limited to the use of images of vehicles, used on 3rd party's social media pages to promote their page, in competition with the company's social media pages. This is to ensure that Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd policy is not misrepresented in a public forum through the use of social media such as Facebook, You Tube and other social and emerging platforms.

All employees must be aware that Carney Properties Pty Ltd and Mike Carney Motors Pty Ltd expressly prohibits the photography of any of its vehicles which is then used for marketing purposes without the express permission of the company's Marketing Manager or Dealer Principle.

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?

Use of the company's property on any social media channel or forum without consent is considered inappropriate use. Permission should be sought through the mediums described above. This includes inappropriate posts on the company Facebook page. Inappropriate use is unacceptable and will not be tolerated.

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

- Portraying the company's image or property that is associated with the company without express permission.
- 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.