

BPH Social Media Policy



This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporary manner.

The following principles apply to use of social media on behalf of or as regards matters involving Blackwood Plant Hire Ltd. (BPH) as well as for personal use of social media when referencing BPH.

- Employees need to know and adhere to the Blackwood Plant company policies when using social media in reference to Blackwood Plant Hire Ltd.
- Employees should be aware of the effect their actions may have on their personal images, as well as Blackwood Plant Hire's image. The information that employees post or publish may remain in the public domain for a long time and as a consequence might reflect badly on the Company as well as themselves.
- Employees should be aware that Blackwood Plant Hire Ltd management staff may observe content and information made available by employees through social media. Employees should therefore use their best judgment to ensure that any material posted is neither inappropriate nor harmful to Blackwood Plant Hire, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct includes posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential. If there are questions about what is considered confidential, employees should check with Head Office management staff.
- Social media networks, blogs and other types of online content can sometimes generate press and media attention or legal questions. Employees should refer these inquiries to any Blackwood Plant Hire senior manager or director.
- If employees find or encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees must get permission from a senior manager/director before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Blackwood Plant Hire computer systems are to be used for business purposes only. When using Company computer systems, use of social media for business purposes is allowed), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates the Company's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination of employment
- It is highly recommended that employees keep Company related social media accounts separate from personal accounts.

Signed:

Dated: 01 March 2022

A handwritten signature in black ink, appearing to read 'P McCormack', written in a cursive style.

P McCormack
Managing Director