



SOCIAL MEDIA POLICY

Heron is committed to ensuring all people use social media, including blogs, wikis, chat rooms, forums, social networks, and any other service that permits sharing of information and that has content that creates a connection with our business, is done appropriately. This applies to everyone who works at Heron, including employees, potential employees and contractors, regardless of whether they work full-time, part-time or as casuals.

The following principles apply at any time when you use social media on behalf of Heron or when you use social media for personal use when referencing Heron or its activities:

- Only authorised employees can post messages or respond to the public on Heron's behalf on social media. Do not imply Heron endorsement of your personal views, and expressly disclaim if there can be any doubt.
- If you observe commentary or attention online relating to Heron which you think requires a response, please refer it to your supervisor to be dealt with by an authorised Heron spokesperson.
- Do not mix the professional and the personal in ways likely to bring Heron into disrepute. Do not post material that could be considered inappropriate or potentially harmful to Heron, its stakeholders, or any team member.
- Do not undermine your safety or effectiveness at work. Use of social media for personal purposes during work hours is discouraged, and excess or inappropriate use will result in action being taken.
- Do not disclose proprietary or confidential information obtained through work. If you are unsure, check with your supervisor.
- Do obtain appropriate permission before you post images of workplace activities, current or former team members, vendors or suppliers, or a third party's copyrighted material or intellectual property.

Wayne Taylor

Managing Director

5 September 2018