



MCS Civil (NSW) Pty Ltd



Murphy Contracting Services

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# IMS02.13 Social Media Policy

## 1. Introduction

This policy encompasses all MCS Civil NSW projects. This policy also applies to projects involving MCS Civil which are being carried-out under a joint venture arrangement, where no other policy of this type exists. This code of conduct applies to all employees and directors. This policy is to be read in conjunction with the MCS Civil 's Information Technology Policy.

## 2. Objective

This policy details MCS Civil 's approach to the use of social media for business development and marketing, recruitment, professional development and personal use.

### 2.1. This policy will assist staff when they use social media to:

- 2.1.1. Add content to MCS Civils' social media pages, and
- 2.1.2. Make references to MCS Civil, either in their personal or professional use of social media.

## 3. Social Media Use

### 3.1. Managing

Staff can post content to MCS Civil's social media pages only when they:

- 3.1.1. Understand they are representing MCS Civil and adhere to MCS Civil's policies
- 3.1.2. Understand posts are potentially permanent and are held to the same standards as other forms of communication
- 3.1.3. Respect the privacy of colleagues and clients and show respect for their audience and good judgment in what they write
- 3.1.4. Do not provide MCS Civil's endorsement which may include but is not limited to support by MCS Civil for an organisation, person, initiative or position without approval



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- 3.1.5. Do not disclose any privileged or confidential information
  - 3.1.6. Do not post anything that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful, or any other form of harassment or bullying
  - 3.1.7. Do not post anything that might cause damage to the reputation of the firm or its clients or disclose any confidential or secure information
  - 3.1.8. Do not comment on behalf of MCS Civil unless they are authorised to do so gain any permission necessary to share MCS Civil's information, including any uploaded data from MCS Civil's systems, and
  - 3.1.9. Agree that the content and contacts made remain the property of MCS Civil.

## 3.2. Professional use.

- 3.2.1. MCS Civil encourages employees to use social media channels, such as LinkedIn, for professional development.
- 3.2.2. If you identify yourself on these channels as an employee of MCS Civil you must make it clear that any posts are made by you as an individual, not on behalf of MCS Civil.
- 3.2.3. Any reference or endorsement of someone's experience, including that provided through media channels such as LinkedIn, is given by the individual as a personal opinion and must not imply to be the view of MCS Civil.
- 3.2.4. Anyone with a LinkedIn account must update their profile when they leave MCS Civil to reflect this.

## 3.3. Personal use.

- 3.3.1. MCS Civil recognises that employees may use social media in their personal lives. This policy does not intend to discourage or unduly limit personal expression via online activities.
- 3.3.2. You should not have any expectation of privacy when it comes to content and information stored or posted in the social media environment as information may unintentionally enter the public domain.
- 3.3.3. Even when not discussing MCS Civil related matters, if you engage in inappropriate conduct it may still impact your employment with MCS Civil.
- 3.3.4. Employees and contractors are personally responsible for the content they post personally. If your posts can identify you as a member of MCS Civil, you must not:



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- 3.3.4.1. Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful, or any other form of harassment or bullying, and
  - 3.3.4.2. Post any material that might otherwise cause damage to the reputation of MCS Civil or its clients or disclose any confidential or secure information.

### 3.4. Access and Usage

- 3.4.1. Social media activities should not become a distraction during work hours. Non-work-related personal use of social media should not happen during working hours.
- 3.4.2. If staff become aware of any posts that may damage the reputation of MCS Civil or its clients, they should immediately report it to their Senior Manager.

## 4. Monitoring

### 4.1. MCS Civil has the right

- 4.1.1. To protect its business interests and confidentiality. This includes the right to monitor, capture, log and content filter all social media activities.
- 4.1.2. To remove, at its discretion, any brand damaging posts, or posts that are not in line with MCS Civil's policies.
- 4.1.3. To waive staff their right to privacy regarding anything they create, store, or receive via the MCS Civil IT system.

## 5. Breach

**A breach of this policy by a staff member will result in disciplinary action being taken, which, in serious cases, may lead to termination of employment or contract.**



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## 6. Definitions

### 6.1. Social Media channels include, but are not limited to:

- 6.1.1. Social networking sites e.g. Facebook, LinkedIn, Instagram, Snapchat
- 6.1.2. Video and photo sharing websites e.g. YouTube
- 6.1.3. Micro-blogging sites e.g. Twitter
- 6.1.4. Wikis and online collaborations e.g. Wikipedia
- 6.1.5. Forums, discussion boards and groups e.g. WhatsApp, Viber
- 6.1.6. Vodcasting and podcasting
- 6.1.7. Online multiplayer gaming platforms
- 6.1.8. Instant messaging (including SMS), and
- 6.1.9. Any other web sites that allow individual users or companies to use simple publishing tools

Authorised Signature

A handwritten signature in black ink that reads "Roy Hendy".

Roy Hendy  
06/01/2021

## 7. References

Document Title	Standard/Section No.
IMS02.04 Privacy Policy	3.2
IMS02.10 Information Technology Policy	4
Privacy and Personal Information Protection Act 1998	Division 1

## 8. Responsibility/Monitoring

Sections 1	Managing Director
Section 2&3.1&4	Senior Management
Section 3.2, 3.3, 3.4&5	All Staff
Section 3.3 & 3.4	Managing Director & Senior Managers

## 9. Documentation Required

- IMS02.04 Privacy Policy
- IMS02.10 Information Technology Policy.

## 10. Document Control

Version:	4
Approving Authority:	Corporate H&S Manager
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