

Social Media Policy

A comprehensive workplace policy template
for Australian businesses

Organisation Name: _____

ABN: _____

Policy Effective Date: _____

Next Review Date: _____

DISCLAIMER

This template is provided for general informational purposes only and does not constitute legal advice. It is designed to reflect Australian workplace standards at the time of publication. Laws and obligations vary by industry and jurisdiction. You should review and tailor this template to suit your business circumstances. For complex situations, independent legal or HR advice should be sought. RosterElf Pty Ltd accepts no liability for any loss arising from reliance on this document.

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1. Purpose

This policy provides guidelines for the appropriate use of social media by employees. It aims to protect the organisation's reputation, ensure compliance with legal obligations, and clarify expectations for employee behaviour online.

Social media can blur the line between personal and professional life. This policy helps employees understand how their online activity may impact their employment and the organisation.

2. Scope

This policy applies to:

- All employees, contractors, and volunteers
- All forms of social media and online platforms
- Both personal and work-related social media use
- Activity during and outside work hours where it may impact the workplace

3. Definitions

3.1 Social Media

Social media includes any online platform that allows users to create and share content or participate in social networking. This includes but is not limited to:

- Social networks (Facebook, LinkedIn, Instagram, TikTok)
- Messaging platforms (WhatsApp, Messenger, Signal)
- Microblogging (Twitter/X, Threads)
- Video sharing (YouTube, Vimeo)
- Forums, blogs, and comment sections
- Review sites (Google Reviews, Glassdoor)
- Any future platforms with similar functionality

4. Policy Statement

We recognise that employees have the right to use social media for personal purposes. However, employees must understand that their online activity, even when conducted privately or outside work hours, can impact their employment if it:

- Damages the organisation's reputation or interests
- Breaches confidentiality or privacy obligations
- Constitutes bullying, harassment, or discrimination

- Affects workplace relationships or safety
- Interferes with work duties

The Fair Work Commission has confirmed that employees can be dismissed for inappropriate social media conduct, even when posts are made from home and intended to be private.

5. Personal Social Media Use

5.1 During Work Hours

Personal social media use during work hours should be limited and must not:

- Interfere with work duties or productivity
- Be excessive or frequent
- Use company resources inappropriately
- Occur during customer-facing duties

5.2 Outside Work Hours

When using social media outside work hours, employees must:

- Not represent their personal views as those of the organisation
- Not post content that damages the organisation's reputation
- Not disclose confidential or proprietary information
- Not post content that could constitute bullying or harassment of colleagues
- Not post defamatory, discriminatory, or illegal content
- Be aware that "private" settings do not guarantee privacy

5.3 Connecting with Colleagues

Employees may connect with colleagues on social media, but should be aware that content shared among colleagues may still breach this policy. The Fair Work Commission has found that work-related discussions in private group chats can form a valid reason for dismissal.

6. Work-Related Social Media

6.1 Official Accounts

Only authorised employees may post on behalf of the organisation. Those authorised must:

- Follow brand guidelines and approved messaging
- Have posts approved where required
- Respond professionally to comments and enquiries
- Escalate complaints or sensitive issues appropriately
- Keep login credentials secure

6.2 Referencing the Organisation

When mentioning the organisation on personal social media:

- Make clear that views are your own, not the organisation's
- Do not claim to speak on behalf of the organisation
- Do not share information that is not already public
- Be respectful and professional

6.3 Media Enquiries

All media enquiries received via social media must be directed to the appropriate person. Employees must not respond to media on behalf of the organisation unless authorised.

7. Prohibited Conduct

The following conduct on social media is prohibited and may result in disciplinary action:

- Posting content that is discriminatory, bullying, or harassing
- Posting defamatory content about the organisation, colleagues, clients, or competitors
- Disclosing confidential business information
- Posting content that breaches privacy of customers or colleagues
- Using social media to engage in illegal activity
- Impersonating the organisation or colleagues
- Sharing inappropriate or offensive content
- Posting misleading or false information about the organisation
- Inciting negative workplace attitudes or undermining management
- Excessive personal use during work hours

8. Privacy & Confidentiality

8.1 Confidential Information

Employees must not disclose on social media:

- Business strategies, plans, or financial information
- Customer or client information
- Employee personal information
- Trade secrets or intellectual property
- Information about workplace disputes or investigations

8.2 Privacy of Others

Employees must respect the privacy of colleagues, customers, and others:

- Do not post photos or videos of others without consent
- Do not identify customers or share their information
- Do not share details of workplace incidents involving others

9. Monitoring

The organisation may monitor publicly available social media content. Employees should be aware that:

- Public posts may be viewed by management, colleagues, or third parties
- Posts shared among colleagues may be reported
- Evidence of social media misconduct may be used in disciplinary proceedings
- The organisation does not actively monitor private accounts but may investigate reports

10. Breaches & Consequences

Breaches of this policy may result in disciplinary action, including:

- Counselling or coaching
- Formal warning
- Termination of employment
- Summary dismissal for serious breaches

Serious breaches may include posts that are defamatory, discriminatory, seriously damage the organisation's reputation, or breach confidentiality.

11. Related Legislation

This policy operates in conjunction with:

- Fair Work Act 2009 (Cth)
- Privacy Act 1988 (Cth)
- Anti-discrimination legislation (federal and state)
- Defamation laws
- Work Health and Safety legislation
- Copyright Act 1968 (Cth)

12. Review & Acknowledgement

12.1 Policy Review

This policy will be reviewed at least annually or when there are significant changes to legislation or social media platforms.

12.2 Acknowledgement

All employees are required to read and acknowledge this policy. By signing below, you confirm you understand and agree to comply with this policy.

Employee Name: _____

Position: _____

Signature: _____

Date: ____ / ____ / ____