

K999 is an integrated, multidisciplinary fabrication, construction and engineering services provider to the Energy, Resources, Infrastructure, Chemical and Processing sectors.

The Social Media Policy outlines protocols for using social media to undertake official K999 business, and provides guidance for employees in their personal use of social media.

Social media tools are defined in this policy as all online media which allow user participation and interaction, including:

- Social networking sites (e.g. Facebook, LinkedIn)
- Video and photo sharing websites (e.g. YouTube, Instagram)
- Microblogging (e.g. Twitter)
- Blogs, including corporate blogs, personal blogs or those hosted by media outlets (e.g. comments feature)
- Instant messaging (e.g. SMS, WhatsApp)
- Wikis and online collaborations (e.g. Wikipedia)
- Geo-spatial tagging (e.g. Facebook check-in).

Official use

The Marketing Department manages and authorises the use of all official K999 social media accounts. The Department is responsible for engaging online with cliental and the general public in an official capacity.

Comments made from K999 social media accounts must not:

- Endorse or make judgments about specific clients, competitors, partners or projects
- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful
- Use or disclose any confidential or secure information
- Comment or post any material that might otherwise cause damage to the Company's reputation or bring it into disrepute.

If an online discussion involves specific individual circumstances or personal details, the moderator must 'switch channel' by directing members of the public to an alternative medium (e.g. telephone, direct message, email, letter, face-to-face) as appropriate.

Personal use

K999 employees should be aware that content published on social media is, or may become, publicly available, even from personal social media accounts.

Employees must ensure they don't post comments or images that are, or could be perceived to be:

- Made on behalf of K999 or management
- So harsh or extreme in criticism that they raise questions about the capacity to work professionally or impartially as a K999 employee (such comments would not have to relate directly to their area of work)
- Compromise their capacity to fulfil duties as a K999 employee in an impartial and unbiased manner
- So strong in criticism of K999's administration that it could seriously disrupt the workplace (employees are encouraged to resolve concerns in discussion with a manager or via internal dispute resolution mechanisms)
- Unreasonable criticism of K999 clients or other stakeholders or compromise public confidence in K999.

Dennis Hockin

