

# Social Media - Telstra's 3 Rs of Social Media Engagement



Relevant Business Principle: Communication of Information

## Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

Globally the interest and participation in social media is growing at phenomenal rates. This interest also extends to corporations who are recognising that social media offers new opportunities to engage in conversations with customers and other communities with shared interests.

Telstra embraces social media as an important tool of corporate and business engagement. Telstra also encourages its employees to use social media in a personal capacity as a way to reach out and share information and views with friends and communities – both old and new.

With the rapid growth and application of social media, Telstra recognises the need to have a policy which ensures that employees who use social media either as part of their job, or in a personal capacity, have guidance as to the company's expectations where the social media engagement is about Telstra, its products and services, its people, its competitors and/or other business related individuals or organisations. Telstra's 3 Rs of Social Media Engagement are therefore 'guardrails' designed to protect the interests of employees and the company. In brief, the 3 Rs ask that when engaging in social media you be clear about who you are **representing**, you take **responsibility** for ensuring that any references to Telstra are factually correct and accurate and do not breach confidentiality requirements, and that you show **respect** for the individuals and communities with which you interact.

It is important to note that this policy does **not** apply to employees' personal use of social media platforms where the employee makes no reference to Telstra related issues.

Given the rapid development and uptake of social media and its growing relevance to corporate activity, this policy will be reviewed regularly to ensure it remains relevant and applicable.

## Application

Telstra's 3 Rs of Social Media Engagement is a Company Policy of Telstra Corporation Limited and it applies to all Telstra employees and contractors and to any other person who is notified that this Company Policy applies to them. Subject to Telstra Business Principles and Company Policies, it applies to each of Telstra's 100% owned Australian subsidiaries and their employees and contractors.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please contact Mike Hickinbotham, Social Media Senior Advisor, Public Policy & Communications in the first instance.

## Policy

### Social media tools

1. Telstra appreciates the value in using social media to build more meaningful relationships with customers, communities and other relevant stakeholders. If you are officially accredited to represent Telstra in social media, or if you are discussing Telstra or Telstra business related issues in your personal use of social media platforms, you are required to follow this Policy.
2. Social media tools include:
  - o social networking sites eg Facebook, MySpace, Bebo, Friendster
  - o video and photo sharing websites eg Flickr, YouTube
  - o micro-blogging sites eg Twitter
  - o weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
  - o forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
  - o online encyclopaedias such as Wikipedia
  - o any other web sites that allow individual users or companies to use simple publishing tools.

### **Telstra's 3 Rs of Social Media Engagement**

3. Telstra's 3 Rs of Social Media Engagement are Representation, Responsibility and Respect.

#### 3.1 Telstra's 3 Rs apply when:

- o you are authorised and accredited to represent Telstra on social media platforms and are using a social media platform for business purposes. Further information is outlined in section 4 below.
- o you choose to make references to Telstra, its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in section 5 below.

- 3.2 Telstra's Social Media Engagement Policy does **not** apply to personal use of social media platforms where you make no reference to Telstra related issues.

### **Social Media Engagement for Business Purposes**

4. Before you can become an authorised Telstra representative on a social media platform, you must have approval from your one-up manager and be accredited by Public Policy & Communications. This section outlines how Telstra's 3 Rs of Social Media Engagement apply if you are accredited to represent Telstra as part of your job responsibilities.

#### **Representation**

##### 4.1 You are required to:

- o disclose that you are a Telstra employee and be clear about which business unit you are representing and what your role and accountabilities are;
- o disclose only publicly available information. You must not comment on or disclose confidential Telstra information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what Telstra information is in the public domain, you should refer to material such as [telstra.com](http://telstra.com), [nowweareretalking.com.au](http://nowweareretalking.com.au) and Telstra's annual report. You could also consult with the Media Relations and Public Affairs teams in the Public Policy &

Communications business unit and/or the Investor Relations Unit in the Finance & Administration business unit.

## **Responsibility**

4.2 You are required to:

- o complete the Telstra social media accreditation process before you can represent Telstra in social media;
- o complete additional training to update your knowledge on emerging social trends and evolving best practice in social media, when requested to do so;
- o ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- o ensure you are not the first to make a Telstra announcement unless you have received the appropriate internal clearances and approvals in accordance with Telstra's policy for releasing information in the public domain (Policy 61);
- o only offer advice, support or comment on topics that fall within your area of responsibility at Telstra. For other matters, alert the relevant topic expert who is accredited for social media engagement and, if the situation requires a real time response, let the other party know that the request has reached Telstra for response;
- o ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Telstra, its employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;
- o ensure you do not disclose other people's personal information in social media venues, and comply with the Privacy Policy and the Marketing Privacy Policy.

## **Respect**

4.3 You are required to:

- o be respectful of all individuals and communities with which you interact online;
- o be polite and respectful of others' opinions, even in times of heated discussion and debate;
- o adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- o respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with your BU General Counsel if you are not certain about what you can reproduce or disclose on social media platforms.

## **Other Uses of Social Media Platforms**

5. This section outlines how Telstra's 3 Rs of Social Media Engagement are applied if you choose to make references to Telstra, its people, products or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Telstra position.

## **Representation**

5.1 You are required to:

- identify yourself as a Telstra employee if you refer to Telstra, its people, products and services, its competitors and/or other business related individuals or organisations;
- ensure you do not imply in any way that you are authorised to speak on Telstra's behalf;
- ensure you do not knowingly use the identity of another Telstra employee or an employee of a Telstra business partner or competitor (including name or variation of a name);
- be mindful during your social media engagements of the importance of not damaging the corporation's reputation, commercial interests and/or bringing Telstra into disrepute;
- disclose only publicly available information. You must not comment on or disclose confidential Telstra information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what Telstra information is in the public domain, you should refer to material such as telstra.com, nowwearetalking.com.au and Telstra's annual report. You could also consult with the Media Relations and Public Affairs teams in the Public Policy & Communications business unit and/or the Investor Relations Unit in the Finance & Administration business unit;
- not include Telstra's logos or trademarks in your postings.

## **Responsibility**

- 5.2 You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:
- any information about Telstra products and services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions.
  - if you are offering your personal perspective on a matter related to Telstra, be mindful that your commentary and opinion does not cause damage to Telstra or its commercial interests.
- 5.3 You are required to:
- use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Telstra. A disclaimer is required when you:
    - refer to the work done by Telstra;
    - comment on any Telstra-related or telecommunications issue; or
    - provide a link to a Telstra website.
  - use a permanent disclaimer if you are referring regularly to Telstra or Telstra related issues. For irregular Telstra references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of Telstra."
  - adhere to Telstra's Policy on Acceptable Use of Telstra Provided Services and Information Systems if you are using Telstra provided services made available to you as an employee or contractor. In particular, limited personal use of Telstra provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
  - reference only publicly available information such as that on telstra.com and nowwearetalking.com.au, or in Telstra's annual report;
  - ensure you are not the first to make a Telstra announcement;

- o ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Telstra, its employees, its contractors, its partners, its competitors and/or other business related individuals or organisations.

## Respect

5.4 You are required to:

- o be respectful of all individuals and communities with which you interact online;
- o be polite and respectful of other opinions, even in times of heated discussion and debate;
- o adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- o respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with your BU General Counsel if you are not certain about what you can reproduce or disclose on social media platforms.

## Breach of Policy

As is the case with all of Telstra's company policies, if you do not comply with this Policy you may face disciplinary action under Telstra's Performance Improvement and Conduct Management (PICM) process. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with Telstra.

Telstra may recover from you any costs incurred as a result of a breach of this Company Policy.

If you break the law you may also be personally liable.

## References

1. Telstra Business Principles and Company Policies
2. Policy 61 – Release of Information to the Public Domain
3. Acceptable Use of Telstra Provided Services and Information Systems Company Policy
4. Workplace Surveillance Company Policy
5. Privacy Company Policy
6. Marketing Privacy Company Policy

## Definitions

Term	Definition
Contractor	Any person, company or other contracting party engaged to provide services to or on behalf of Telstra under a contract of services, either directly or indirectly (for example, through a third party). This includes agency workers, consultants, agents and suppliers.
GMD	All personnel included in Band A of the Telstra Executive Team and includes the CEO of Sensis Pty Ltd and the Group General Counsel.
Confidential Information	Includes: <ul style="list-style-type: none"> <li>▪ information derived from the performance of your work at Telstra</li> <li>▪ opinions, knowledge and facts about Telstra, its employees, its business and its customers that have not been disclosed to the public.</li> </ul>

# Approval

<b>Telstra Business Principle Owner(s):</b>	David Quilty, GMD Public Policy & Communications
<b>Contact Person:</b>	Mike Hickinbotham, Social Media Senior Advisor, Public Policy & Communications

# Record of Issues

<b>Issue No.</b>	<b>Issue Date</b>	<b>Nature of Amendment</b>
1.		First issue of policy