



**HELEN & JOEY**  
ESTATE  
YARRA VALLEY

## Social Networking July 2023

---

### **POLICY STATEMENT:**

Helen & Joey Estate and Re'em Yarra Valley realises that team members are enriched by participating in various platforms of social media. When a team member of Helen & Joey Estate and Re'em Yarra Valley clearly identifies their association with Helen & Joey Estate and Re'em Yarra Valley, for example, their job title on their Facebook page or discusses their work, they are expected to behave appropriately and in ways that are consistent with the Helen & Joey Estate and Re'em Yarra Valley core values and behaviours.

The intention of this policy is not to stop team members from conducting legitimate activities on social media and the internet but serves to flag those areas in which conflicts can arise.

Helen & Joey Estate and Re'em Yarra Valley fully respects the legal rights of our team members. In general, what you do on your own time is your affair, however, activities in or outside of work that affect your job performance, the performance of others, or the Helen & Joey Estate and Re'em Yarra Valley company interests or reputation are the proper focus of this policy.

### **PROCEDURES:**

- a. **Protecting confidential and proprietary information** - Be thoughtful about what you publish or post on public platforms. You must make sure you do not disclose or use confidential or proprietary information in any online social computing platform. Eg: ask permission before posting someone's picture or publishing a conversation that was meant to be private.
- b. Helen & Joey Estate and Re'em Yarra Valley **business performance** - You must not comment on confidential information such as future business performance, business plans or prospects, Helen & Joey Estate and Re'em Yarra Valleys, or client details or financial results.
- c. Helen & Joey Estate and Re'em Yarra Valley **Confidentiality** - as a team member of Helen & Joey Estate and Re'em Yarra Valley there is an inferred trust and expectation that you will not harm the business in any way and this extends to not 'trash talking' the company, any client or team



**HELEN & JOEY**

ESTATE

YARRA VALLEY

member of any client or any person who works for Helen & Joey Estate and Re'em Yarra Valley in any way on any social media or internet site.

- d. **Representation** – no team member is permitted to make any comments online in any social media (or any media) or other online platforms where they appear to be making comments on behalf of the business unless authorised to do so by the Managing Director.
- e. **Appropriate Online Activity** – Helen & Joey Estate and Re'em Yarra Valley encourages all team members to engage with our business pages online and to share any information that is in the public domain already. Eg: information about new products, events, achievements etc.
- f. **Productive Work** – all team members are expected to engage in productive work tasks during working hours. Interaction on social media while working is not permitted unless it is a bona fide business requirement. Updating of LinkedIn profiles for business engagement is allowed as is engaging with business posts or undertaking social media activities if a requirement of your role.

Engaging in activities that are contrary to this policy may lead to employment warning and/or termination.