

# SOCIAL MEDIA POLICY

## Scope

This policy is intended to guide employees of Weststar to make appropriate decisions regarding the use of social media such as Twitter, Facebook, Snapchat, Instagram, WhatsApp, Pinterest, Tumblr, LinkedIn, Google+, Spotify, YouTube and other social media which includes but is not exclusive to blogs, video, picture blogging and audio.

## Purpose

Employees of Weststar must comply with the law, Weststar's Code of Business Conduct and other relevant company policies in their use of social media. Employee should avoid any expressions that might be deemed offensive, illegal, and observe the criteria of "open, fair and clear" in all communications. All employees must comply with this policy at all times to protect the privacy, confidentiality, and interests of Weststar and its services, employees, partners, and clients.

This policy outlines the standards Weststar requires its employees to observe when using social media, the circumstances in which Weststar will monitor their use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to the use of social media regardless of the method used to access it so long as the use of social media by the employee mentions Weststar by name, association or any mention of the Companies projects, employees, clients, property and other relevant implications that may result in Weststar being exposed to reputational risks or other risk attributes. It also covers the use of static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

## Personal use of social media

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and Weststar reserves the right to withdraw permission at any time. The purpose of this section is to attempt to minimize the risks associated with damaging Weststar's reputation, and its employees to the general view of the public at large. Here, it is important to note that 'publishing' is not simply defined as writing or posting your own material – it includes, but is not limited to, forwarding or 'sharing' images, material and posts lodged by third parties, and endorsing such material through the use of facilities such as the 'like' button on Instagram or Facebook.

## The following conditions must be met for personal use to continue:

- ✓ Use must be minimal and take place substantially outside of normal working hours, for example, breaks and lunchtime.
- ✓ Use must not interfere with business or office commitments.
- ✓ Use must not be incriminating so as to implicate Weststar or to disclose any information that is considered confidential.
- ✓ Use must not include non-public information about Weststar activities or activities of the employees that could be used by competitors or other parties in order to cause harm or affect Weststar.
- ✓ Use must not divulge information on clients or third parties contracted to the company that could be beneficial to other parties or be damaging to parties mentioned.
- ✓ Use must not implicate other parties or individuals by using racial slurs, cursive words, or any language that is negative in nature.
- ✓ Use must not be considered as representation of Weststar. Any posts, comments, views, statements made by the employee are the responsibility and views of the individual and not Weststar.
- ✓ Use must not be for the purposes of political campaigning or the lobbying of political votes.

For further information on what can be considered a breach of this policy or if you would like to enquire further on this matter, you can reach out to the Corporate Communications Department.



# THE DO'S AND DON'TS OF SOCIAL MEDIA IN THE WORKPLACE

Weststar's social media policy is based on the premise that all Weststar employees are trusted to make good decisions when using social media at all times no matter where and who you are on social media. Your online activities may have negative implications to the Weststar brand, name and reputation.



## Do

- ✓ Understand and obey Weststar's company policy on social media.
- ✓ Help shed positive light on Weststar, especially when you could promote stories about the employees, company's initiatives, and CSR campaigns.
- ✓ Speak in first person, state clearly that the views or opinions expressed are your own.
- ✓ Get your facts right, support your opinions with facts and cite the sources of your contents.
- ✓ Think twice before posting. Remember, you can never hide your digital footprint from the world.
- ✓ The use of social media must not interfere with business or office commitments.
- ✓ The use of social media must be minimal and take place substantially outside of normal working hours, for example, during breaks and lunchtime.
- ✓ Be honest and open, but be mindful of the impact your online contribution might make to people's perceptions of the Weststar.

## Don't

- ✗ Share disclose, sensitive, private or confidential information about Weststar on social media or post any defamatory, vulgar, obscene or threatening materials online.
- ✗ Post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory, obscene, threatening or inappropriate content.
- ✗ Don't ever access, store, send or post pornography or other indecent or offensive material or even connect to online gambling sites or conduct unlawful activities.
- ✗ It's prohibited to store or transmit image or (streaming) media files or otherwise generate high network traffic or data storage costs due to personal use.
- ✗ Never speak on behalf of Weststar, use a disclaimer if you must.
- ✗ Misuse or abuse the Weststar logo in any way.
- ✗ Post, share or forward anything illegal or disallowed against the company's policy.
- ✗ Complain about your work or job on the Internet, where your colleagues or clients could see. Seek advice from your superior if you have any issues with your workloads.
- ✗ Post things you would be embarrassed to have your closed families, friends, colleagues or bosses see.
- ✗ Post, share or forwards other people's materials without their approval, always cite your contents.
- ✗ Post, share or forward anything that is baseless, or without facts or without citations.

**“Safety FIRST”**