

Purpose

This policy establishes requirements for the responsible use of social media and electronic communications by employees, contractors and workers engaged by Brendan McKenna Earthmoving Pty Ltd. The purpose of this policy is to protect employees, clients, business information, workplace relationships, and the reputation of the organisation while supporting appropriate communication practices.

This policy forms part of the Brendan McKenna Earthmoving Integrated Management System (IMS).

Scope

This policy applies to:

- All employees, contractors and subcontractors
- Temporary workers and labour hire personnel
- Company-owned devices and systems
- Personal devices used during work activities
- Any work-related communication occurring through social media or electronic platforms

Social media includes but is not limited to:

- Facebook
- Instagram
- TikTok
- Snapchat
- LinkedIn
- YouTube
- Messaging applications
- Online forums and discussion platforms

Policy Statement

Brendan McKenna Earthmoving Pty Ltd recognises that social media and electronic communication platforms can support communication and business activities when used appropriately.

Employees and workers are expected to act professionally and responsibly when using social media or electronic communications where their conduct may affect:

- Workplace relationships
- Client relationships
- Company reputation
- Health and safety
- Privacy or confidentiality obligations

Responsibilities

Management Responsibilities

Management will:

- Promote awareness of this policy
- Investigate reported breaches where necessary
- Maintain confidentiality where appropriate
- Take reasonable steps to manage inappropriate conduct

Employee Responsibilities

Employees and workers must:

- Behave professionally and respectfully at all times
- Protect company and client information
- Comply with confidentiality requirements
- Follow all workplaces conduct expectations
- Report concerns relating to inappropriate use where required

Social Media and Electronic Communication Requirements

Workers must not:

- Publish confidential company information
- Share photographs or videos of work sites, plant, equipment, incidents, clients or environmental areas without authorisation
- Publish information that could damage the reputation of Brendan McKenna Earthmoving Pty Ltd, clients, contractors or workers
- Engage in bullying, harassment, discrimination or offensive conduct through electronic platforms
- Misrepresent themselves as speaking on behalf of Brendan McKenna Earthmoving Pty Ltd without authorisation
- Use mobile phones, social media or electronic devices while operating plant, driving vehicles, undertaking work activities or where use may create a safety risk

Workers may:

- Use personal devices during approved breaks where it does not interfere with operational requirements
- Participate in authorised company communications where approved

Site Photographs and Client Information

Due to the nature of Brendan McKenna Earthmoving operations and client requirements, including work undertaken on forestry, environmental and government-controlled sites, workers must not:

- Share project details publicly
- Upload photographs or videos of worksites without management approval
- Share environmental, cultural heritage or client-sensitive information
- Share incident information externally unless authorised
- Upload photographs, videos or location details from government, forestry, environmental or client-controlled sites without prior management approval

Privacy and Confidentiality

Employees must maintain confidentiality of:

- Company records
- Client information
- Employee information
- Financial information
- Project information
- Operational procedures
- Internal communications

Confidential information obtained during employment must not be disclosed without approval.

Breaches of Policy

Failure to comply with this policy may result in:

- Counselling
- Corrective action
- Disciplinary action

- Formal warnings
- Termination of employment in serious cases

Serious breaches may include:

- Deliberate release of confidential information
- Harassment or bullying through social media
- Unsafe use of devices during work activities
- Conduct causing serious reputational damage

Related Information

- Work Health and Safety Act 2011 (Qld)
- Work Health and Safety Regulation 2011 (Qld)
- Fair Work Act 2009
- Privacy Act 1988 (Cth)
- Code of Conduct Policy (HS-PO-010)
- Anti-Bullying and Anti-Harassment Policy (HS-PO-012)
- Discrimination and Equal Opportunity Policy
- Brendan McKenna Earthmoving Integrated Management System (IMS)

Approved by:



Brendan McKenna

Managing Director

Brendan McKenna Earthmoving Pty Ltd