

Australian
Mushroom
Growers'
Association
Limited

ABN 30 001 491 461

Social Media Policy
2023

Social Media Policy

1. Adoption & Application

The Board adopts this Policy.

This Policy applies to the Association's Board, directors, employees, officers, committees appointed by either the Board or Management, Members in their capacity as Members of the AMGA, Associates, agents, contractors (each and collectively referred to as **Personnel**).

2. Purpose

This Policy provides guidance to AMGA Personnel that engage in social media as part of their job or in a personal capacity. The objective of the Policy is to set parameters on the use of social media to limit the risk of damage being caused to AMGA arising out of such use.

3. Policy

AMGA understands the importance and influence of social media. AMGA also understands the inherent risks that come with the inappropriate use of social media.

AMGA Personnel are not authorised to speak on behalf of AMGA in social media unless expressly permitted to do so in discharging their official employment responsibilities.

AMGA Personnel should know that content published online and on social media is, or may become publicly accessible, even from personal social media accounts. AMGA expects AMGA Personnel to take reasonable steps to ensure that any Social Media use or public comment they make does not breach any AMGA policy.

The following four principles apply to work and personal use of social media by AMGA Personnel at any time:

1. ***Do not mix the professional and the personal in ways likely to bring AMGA into disrepute***

AMGA recognises that Personnel may wish to use social media in their personal life. This Policy does not intend to discourage nor unduly limit Personnel' personal expression or online activities. However, AMGA Personnel should recognise the potential for damage that can be caused (either directly or indirectly) to AMGA in certain circumstances via their personal use of social media when they can be identified as a AMGA employee. Accordingly, AMGA Personnel should comply with this Policy to ensure that the risk of such damage is minimised.

AMGA Personnel should not make any comment or post any material that might otherwise cause damage to AMGA's reputation or bring it into disrepute. AMGA Personnel are personally responsible for the content they publish in a personal capacity on any form of social media platform. When in doubt, AMGA Personnel should seek guidance from the Relationship & General Manager (RGM) at AMGA on how to comply with the principles set out in this Policy.

2. ***Do not undermine your effectiveness at work***

When accessing social media via AMGA's Internet system, AMGA Personnel must do so in accordance with AMGA's Code of Conduct, and in a manner that does not interfere with their work, and is not inappropriate or excessive access.

In general, Personnel should not:

- Use AMGA resources to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.
- Use AMGA's Internet and computer resources to provide comments to journalists, politicians and lobby groups other than in the course of their official duties.

AMGA may monitor the Internet use of all AMGA Personnel who access the Internet through the work computer network.

AMGA reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete, or discontinue Personnel access to any social media website, at any time, without notice, at its own discretion.

3. ***Do not imply AMGA endorsement of your personal views.***

AMGA Personnel are personally responsible for the content they post online. In this context, AMGA Personnel have a responsibility to ensure that:

- Any information posted about AMGA is informed and factually accurate.
- If offering their personal perspective on a matter related to AMGA, they are mindful that their commentary and opinion does not cause damage to AMGA or its commercial interests.
- They expressly state on all postings (identifying them as a AMGA employee) the stated views are their own and are not those of AMGA.
- They do not imply they are authorised to speak as a representative of AMGA, nor give the impression that the views they express are those of AMGA.
- They do not use the identity or likeness of other AMGA or an industry registered participant.

4. ***Do not disclose confidential information obtained through work.***

AMGA Personnel should:

1. Only disclose publicly available information. They must not comment on or disclose confidential AMGA information (such as financial information, future business performance, business plans, imminent departure of Personnel).
2. Ensure that all content published is accurate and not misleading and complies with all relevant AMGA Policies.
3. Ensure they are not the first to make a AMGA announcement (unless specifically given permission to do so).

4. Consequences of a breach of this policy

A breach of Policy may result in disciplinary action and may also amount to breaches of other AMGA governing documents, including the *Code of Conduct* and *Safe Work Policy and Media Policy*.

If an AMGA Personnel breaches this policy, they may be subject to disciplinary action which may include termination of employment.

Definitions

In this policy:

Policy means this *AMGA Social Media Policy*.

Social Media means online media that enables a user to participate, interact and publish content online.

Key related documents

AMGA Code of Conduct

AMGA Media Policy

AMGA Safe Work Policy

Policy details

Effective dates

Date policy was made:	14 June 2023	Commencement date of this version:	14 June 2023
Policy Owner	RGM	Revision Date	13 June 2026 or sooner if required

Revision history

Version	Date	Description
1.0	14 June 2023	

Amendments to, and operation of, this policy

AMGA reserves the right to amend this policy at any time. This policy does not operate contractually and is not intended to be contractual in nature.