

1. Purpose

The social media policy establishes a framework to ensure all personnel engaged in DMTC activities understand their obligations in respect to use of social media.

The purpose of the policy is to **project** and **promote** the interests and reputation of DMTC among its stakeholders and the general public, but also to **protect** all personnel engaged in DMTC activities. The policy is not designed to prohibit, discourage or unduly constrain freedom of expression in regard to online communication.

Social media includes various internet-hosted applications which allow users to create and share user generated content. This includes sites which provide social utility to connect Governments, businesses, family, friends and colleagues. Social media includes but is not limited to:

- social networking sites
- professional networking services
- messaging, video and photo sharing sites
- on-line forums and discussion boards
- online collaboration, and
- personal and corporate blogs and blogs hosted by traditional media outlets.

The policy is intended to cover new social media sites as they are developed in the future.

DMTC personnel using social media, whether in an official or personal capacity, should expect that any and all communications have entered the public domain and are uncontrolled.

2. Policy Scope/Coverage

The Social Media Policy applies to any person engaged in DMTC activities, including but not limited to:

- DMTC Ltd directors and officers
- DMTC Ltd employees, and
- DMTC project team members, and external contractors

3. Policy Statement

3.1. Policy Overview

This policy applies regardless of whether or not a person making reference to DMTC matters represents themselves as being associated with DMTC.

3.2. Roles and Responsibilities

The use of DMTC's corporate social media accounts (including Twitter and LinkedIn) in an official capacity to convey news items, celebrate achievements or otherwise promote the reputation of DMTC is restricted to the Chief Executive Officer (CEO), the Head – Government Relations or other personnel with the express and delegated authority of the CEO. DMTC personnel may share or repost company information but otherwise should not use personal social media accounts as the primary or authoritative source for official release of company information

3.3. Social Media use in Context of other DMTC Policies and Agreements

For the purposes of this policy, the use of social media by DMTC personnel or DMTC's partners to communicate any aspect of DMTC activity is to be treated in accordance with the DMTC Communications Policy and DMTC Security Policy and under the auspices of DMTC's contracts with the Defence and DMTC's Partner Agreements.

3.4. Disclosure of Information

DMTC personnel must not expose commercially sensitive or classified information which they obtain through their involvement in the DMTC on social media platforms.

3.5. Public commentary via private social media accounts

Even when making comments in a private capacity, DMTC employees or any person identifiable with DMTC should make it clear they are expressing their own view and not speaking on behalf of the company. Personal comments should not compromise their capacity to perform their role in any manner free of bias or perception of bias and should not be perceived to be an official comment.

3.6. Bullying and Harassment

DMTC does not tolerate bullying or harassment. Any person identifiable with DMTC activities who uses social media must not engage in inappropriate (obscene, discriminatory, threatening, defamatory, sexist, racist or any other bullying or harassing) behaviour or publish content of such nature. This applies to social media use while undertaking DMTC activity or outside working hours.

3.7. Non-Compliance

Non-compliance with this policy may constitute either a breach of employment or contractual obligations, misconduct or another contravention of the law. DMTC reserves the right to carry out investigations and take appropriate action if non-compliance occurs.

4. Linked Policies, Procedures and Forms

- [Policy – Approval](#)
- [Policy – Communications](#)

Policy – Social Media



- [Policy – Internal Controls](#)
- [Policy – Security](#)
- [DMTC Ltd Code of Conduct](#)