**COMPANY XXXX Social Media Policy**

A COMPANY XXXX tour is a trip of a lifetime.  Each tour invites travellers to take part in authentic experiences in the Region ABC and "live like a local" for the duration of a tour in Australia.

Our Mission charges us to “XXX”

COMPANY XXXX’s Code of Conduct for Personal Web sites and Web-Logs (Blogs) and Other Social Media Sites As a paid COMPANY XXXX employee, it is every staff member’s responsibility to deliver on the COMPANY XXXX’s promise and mission and to project and further the mission. This includes all dealings with the community; inside and outside the workplace, both on and off duty. It is the responsibility of any COMPANY XXXX’s employee to avoid any inappropriate speech or behavior in the presence of our community members at all times. No one should have reason to be offended or embarrassed by COMPANY XXXX’s staff’s speech, appearance or conduct.

The COMPANY XXXX’s code of conduct and personnel policies detail the COMPANY XXXX’s expectations and your responsibilities as a staff member; however the advent of personal web sites and blogs and other social networking (i.e. Facebook, Twitter) as well as other forms of technology have increased our exposure and the risks to our reputation. For this reason, the COMPANY XXXX has developed these standards of behavior in electronic and virtual public forums.

Your COMPANY XXXX telephone answering message, voicemail, personal website, email address, text messages, blog posts and Facebook interactions are all accessible to the community at large. Therefore, they must be consistent with the COMPANY XXXX’s mission and values.

Employees are responsible for the content of all text, audio or images that are placed or sent over the Internet. Fraudulent, abusive, profane, harassing or obscene messages are expressly prohibited. No messages with derogatory or inflammatory remarks about an individual’s or group’s race, religion, national origin, physical attributes or sexual orientation may be transmitted. Information transmitted should not violate or infringe upon the rights of others.

If you choose to post a personal website, or to participate in social media, (i.e. FaceBook) chat rooms or blogs, the following guidelines must be followed:

* The COMPANY XXXX’s Code of Conduct requires that the staff does not initiate outside contact with members or program participants. Under no circumstances should an employee encourage access or provide access information to his or her personal website or blog to a teen member or program participant under the age of (18) eighteen.
* The use of photos, logos or images of the COMPANY XXXX or its programs is prohibited. If you use COMPANY XXXX’s name (including names of tours or other programs) in any such communication, you should be especially careful to support and certainly not harm or ridicule COMPANY XXXX’s image or mission and it must be approved by the Owner prior to posting.
* COMPANY XXXX staff must uphold COMPANY XXXX’s value of respect for the individual and avoid making defamatory statements about COMPANY XXXX supervisors, employees, members, participants, clients, partners, affiliates and others including competitors.
* If you are a group site administrator, you are strictly forbidden from sharing your administrative login and password. If you have been found to violate this policy, disciplinary action will be taken up to and including termination of employment.
* Any reference to the COMPANY XXXX must include a disclaimer stating that the views expressed are yours alone and that they do not necessarily reflect the views of the COMPANY XXXX.
* Media inquiries- if a member of the media contacts you about any COMPANY XXXX post or discussion thread, you are to forward that media inquiry to the Owner or appropriate COMPANY XXXX designee.
* COMPANY XXXX staff should promote the core values of caring, honesty, respect and responsibility in their speech and behavior at the COMPANY XXXX, with the community and in any public forum.
* Any information that is confidential or proprietary to the COMPANY XXXX should not be disclosed to any third party. Additionally, you are strictly forbidden from posting copyrighted material or any intellectual property that belongs to another organization or to someone else.
* Unless specifically authorized by the COMPANY XXXX, time spent participating in the above mentioned computer activities must not interfere with your job duties. If a manager determines that an employee is not working to their full potential because of personal misuse of COMPANY XXXX technology, disciplinary action will be taken up to and including termination of employment.
* COMPANY XXXX does not intend to interfere with any employee’s private life, but publicly observable communications, actions or words are not private. All COMPANY XXXX staff must use good judgment and discretion. If you want your use of technology to be private, do not allow it to be seen in the electronic public forum. If you or your words are public, make sure they are not contradicting with your role at COMPANY XXXX and they are reflective of the mission and values of our association.

Monitor Responsibilities:

* Facebook administrators are responsible to check COMPANY XXXX’s Facebook Page site everyday to ensure that no inappropriate comments are posted on a ‘wall’ or written in a ‘discussion’ string.
* Photographs of passengers/customers cannot be used without signed consent from the passengers/customers . Monitors should be mindful of any new wall posts or discussion threads to ensure that they reflect the values of the COMPANY XXXX.

Situation Specific Guidelines:

1. If a fan posts something inappropriate:

* The site administrator will delete the post and send the fan a note stating “Your recent wall posting on our Facebook Page site did not reflect the values of COMPANY XXXX of and as such we removed it. If you would like to discuss it please feel free to call me at: [location phone number]. Thank you.” Then, the monitor can note on the page Wall that a comment was deleted due to inappropriate content, and that our pages operate under the principles of caring, honesty, respect and responsibility.

1. If an employee posts something inappropriate:

* The site administrator will delete the post and email the employee stating “Dear Employee, your recent wall posting on our Facebook site did not reflect the values of COMPANY XXXX and as such we removed it. It is also a direct violation of COMPANY XXXX Social Media Policy. Please call me as soon as possible so we can meet to discuss your posting. Thank you”.

Acknowledgment:

I acknowledge that as an employee, I am a representative of COMPANY XXXX and that, customers, community members and other staff members may associate me and my actions with the COMPANY XXXX. I recognize that my actions may positively or negatively impact COMPANY XXXX, thus I hereby agree to be bound by the general COMPANY XXXX rules as well as those governing online communications both during the period of my employment and after I cease to be employed by COMPANY XXXX.

I will not send, share or post e-mail, blogs, images, videos or content that is cruel, demeaning, disrespectful or intentionally hurtful to a member of COMPANY XXXX community or to any passenger/customer from an COMPANY XXXX tour. I will not download, share, send or post material of a sexual nature, or which includes nudity, violence, drug or alcohol use, illegal actions, or any activity which is counter to COMPANY XXXX values. I will respect the boundary between program participants, campers and staff members particularly when it comes to my online communications.

I agree that such actions are not in line with the values of COMPANY XXXX, or the teachings of COMPANY XXXX core values of Caring, Honesty, Respect, and Responsibility. I agree that the harm caused by such actions may have a negative impact on my reputation and may injure the self-esteem of members of COMPANY XXXX community and therefore may result in the termination of my employment.

I agree:

TO set my Social Networking sites to Private so that only individuals that I approve may see the content of my site. NOT to upload any inappropriate material (videos, photos, music, etc) that could damage the reputation of COMPANY XXXX.

NOT to upload any material (videos, photos, music, etc) of “Passengers”, “Tour Participants” or “Customers” or any material that identifies me as a COMPANY XXXX staff member without the express permission from the of the individual “Passengers”, “Tour Participants”, “Customers” or the business Owner. To report any and all inappropriate internet use of COMPANY XXXX to the Owner.

I agree to be bound by COMPANY XXXX Code of Conduct and rules as well as those governing online communications both during the period of my employment and after I cease to be employed by COMPANY XXXX.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top 10 Guidelines for Social Media Participation at COMPANY XXXX (COMPANY XXXX)

These guidelines apply to COMPANY XXXX employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, Foursquare, Wikipedia, MySpace or Facebook pages, or comment on online media stories — these guidelines are for you.

While all COMPANY XXXX employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Be transparent and state that you work at COMPANY XXXX. Your honesty will be noted in the Social Media environment. If you are writing about COMPANY XXXX or a competitor, use your real name, identify that you work for COMPANY XXXX, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. Never represent yourself or COMPANY XXXX in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. Use common sense and common courtesy: for example, it’s best to ask permission to publish or report on conversations that are meant to be private or internal to COMPANY XXXX. Make sure your efforts to be transparent don't violate COMPANY XXXX's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at COMPANY XXXX.
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it’s becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the PR Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on COMPANY XXXX.
7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Please never comment on anything related to legal matters, litigation, or any parties COMPANY XXXX may be in litigation with.
9. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or COMPANY XXXX’s IP address. Refer all Social Media activity around crisis topics to PR and/or Legal Affairs Director.
10. Be smart about protecting yourself, your privacy, and COMPANY XXXX’s confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

NOTE: Mainstream media inquiries must be referred to the Owner of COMPANY XXXX.