



Social Media Policy

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations who are recognising that social media offers new opportunities to communicate with customers and other communities with shared interests.

With the growth and application of social media, Sasrapid Incorporated has identified the need to have a policy which ensures that employees, volunteers and Members who use social media either as part of their role, or in a personal capacity, are fully aware of the organisation's expectations in relation to social media engagement when it is about Sasrapid, our services, our Members and/or other business related individuals or organisations. Sasrapid's principles of Social Media engagement are designed to protect the interests of employees, volunteers, Members and the organisation.

The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- All references to Sasrapid are correct, accurate and in line with the Confidentiality and Intellectual Property Policies of Sasrapid.
- Demonstrate respect for the individual and communities with which you interact at all times and adherence to the Sasrapid's Member Protection Policy.

Please note that this policy does not apply to the personal use of social media platforms by employees, volunteers and Members where there is no reference to Sasrapid related matters.

Employee – Current employee of Sasrapid, either full time, part time or casual

Volunteer – such as, but not limited to, Directors, Sport Coordinators, approved volunteers, Uni or TAFE students

Members – Current Members of the organisation and all registered participants

Application

Social Media Engagement is a policy of Sasrapid and it applies to all Sasrapid employees, volunteers, Members and to any other person who is notified that this policy applies to them. If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with the Chief Executive Officer.

Policy

Sasrapid appreciates the value in using social media to build relationships with customers, communities and other relevant stakeholders. If you are officially accredited to represent Sasrapid in social media, or if you are discussing Sasrapid or Sasrapid business related issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, YouTube
- micro-blogging sites e.g. Twitter
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- online encyclopedias such as Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools.
-

Sasrapid principles of Social Engagement apply as following:

- You are authorised to represent Sasrapid on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- You choose to make references to Sasrapid, its Members, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in below.

Sasrapid's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to Sasrapid related matters.

Social Media Engagement for Business Purposes

Before you operate as a representative of Sasrapid Incorporated on a social media platform, you must have approval from the CEO and demonstrate that you are fully aware of this policy and procedures. This section details how you will represent Sasrapid Incorporated as part of your job responsibilities.

Representation

You are required to:

- Disclose that you are a Sasrapid employee and be clear about which area you are representing and what your role and accountabilities are;
- Disclose only publicly available information. You must not comment on or disclose confidential Sasrapid Inc information (such as financial information, future business performance, business plans, imminent departure of key executives).

If you require clarification about what Sasrapid information is in the public domain, you should refer to Sasrapid management.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- Ensure that you have received the appropriate internal clearances and approvals in accordance with Sasrapid's policy for releasing information in the public domain
- Only offer advice, support or comment on topics that fall within your area of responsibility at Sasrapid. For other matters, seek advice from management, alert if the situation requires a real time response, let the other party know that the request has reached Sasrapid for response;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Sasrapid, its members,

employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;

- Ensure you do not disclose other people's personal information in social media venues, and comply with the Privacy Policy

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to Sasrapid, its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Sasrapid position.

Representation

You are required to:

- Identify yourself as a Sasrapid employee, volunteer or Member if you refer to Sasrapid, its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on Sasrapid's behalf;
- Ensure you do not knowingly use the identity of a Sasrapid employee or an employee of a Sasrapid partner or competitor (including name or variation of a name);
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing Sasrapid into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential Sasrapid information (such as personal information). If you require clarification about what Sasrapid information is in the public domain, you should consult management.
- Not include Sasrapid's logos or trademarks in your postings.

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about Sasrapid's services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions. If you are offering your personal perspective on a matter related to Sasrapid, be mindful that your commentary and opinion does not cause damage to Sasrapid or its interests.

You are required to:

- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Sasrapid

A disclaimer is required when you:

- Refer to the work done by Sasrapid;
 - Comment on any Sasrapid related issue; or
 - Provide a link to the Sasrapid website.
- Adhere to Sasrapid's Policy on Internet Use if you are using Sasrapid provided services made available to you as an employee. In particular, limited personal use of Sasrapid provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
- Ensure you are not the first to make a Sasrapid announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Sasrapid, its employees, members, its contractors, its partners, its competitors and/or other business related individuals or organisations (in accordance with the Member Protection Policy). *Use a permanent disclaimer if you are referring regularly to Sasrapid or Sasrapid related issues. For irregular Sasrapid references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of Sasrapid Inc."*

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Breach of Policy

As is the case with all of Sasrapid's policies and procedures, if you do not comply with this Policy you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or Membership with Sasrapid for a period of time.

Sasrapid may recover from you any costs incurred as a result of a breach of this Company Policy.

If you break the law you may also be personally liable.

POLICY REVIEW

This Policy is to be reviewed on or before February 2015

SIGNED _____ Chairman

SIGNED _____ Chief Executive Officer DATE February 13 2014