



# Northport

## Photograph, Video and Social Media Policy



## Document Revision History

Revision Number	Revision Date	Reviewed By	Revision Type	Pages Reviewed
New	Jan 2017	Ken Andrews	New	All

### **Document Location**

K:\Procedures & Policy Manual\1 - Manuals and Guides\MAN-1-116 rev1 Northport Photograph, Video, and Social Media Policy 2017.docx

# Contents

- 1. **Who is Covered by this Policy?** .....4
- 2. **Scope**.....4
- 3. **Compliance**.....5
- 4. **General Guidelines** .....5
- 5. **Video and Photography on the Northport Facility**.....5
- 6. **Breaches of this Policy**.....6

## Executive Summary

Social Media is increasingly used as a medium to reach audiences quickly and efficiently within both social and business environments.

Appropriate staff engagement with social media can help promote the company, however irresponsible or inappropriate use can have serious negative consequences on individuals and organisations.

This Policy provides rules and guidelines for use of social media. Additionally it incorporates rules pertaining to the taking and use of video and photography on the facility.

# 1. Who is Covered by this Policy?

- 1.1 All Northport employees and staff including casual or labour hire personnel.
- 1.2 All Port Users who are not otherwise subject to their own company's specific policies relating to Social Media. Note, as per the Northport User Rule 3.1, policies of Port Users are subject to compliance audits, and this Policy is the minimum standard.
- 1.3 All Port Users who are not otherwise subject to their own company's specific policies relating to the taking or using of video or photographs within the Northport Facility. Note, that if their specific policy does not include a general prohibition of the taking of photographs or video as per this Northport Policy, then this Northport Policy provides the over-riding rule regarding personal use.
- 1.4 A 'Port User', as per definition contained in Northport's Port User Rules, is a company or organisation accessing, using, and/or working on the Northport facility. For the purposes of this policy, 'Port User' extends to each individual accessing, using, and/or working on the Northport Facility.

# 2. Scope

- 2.1 Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, interests, and other forms of expressions via virtual communities and networks.
- 2.2 This policy deals with all forms of social media and interactive networks, for example: Facebook; Twitter; LinkedIn; Reddit; Wikipedia; Bebo; and Google+, YouTube, and any internet postings, forums, websites, or blogs.
- 2.3 It includes the website posting of comments, opinions, documents, photographs, or video.
- 2.4 It includes the use of Social Media at any time, including outside work hours, and from any device including personal equipment.

## **3. Compliance**

- 3.1 Northport staff and Port Users should avoid social media communications that might be perceived or misconstrued in a way that could damage the business reputation of any Port User, including Northport Ltd, directly or indirectly.
- 3.2 Northport staff and Port Users are prohibited from using social media against another staff member or Port User to: threaten, intimidate, discriminate, harass, disclose personal information, make false or misleading statements, or breach confidentiality.
- 3.3 Northport staff and Port Users must not post or re-post any offensive, obscene, defamatory, discriminatory or disparaging statements, videos, or photographs about: any Port company, their staff, directors and stakeholders; or that company's clients, suppliers, or vendors.
- 3.4 Northport Staff and Port Users are prohibited from using Northport Ltd's name, slogan, or logo's without the express written permission from the CEO of Northport Ltd.

## **4. General Guidelines**

- 4.1 If there is uncertainty about the appropriateness of any posting, comment, or statement onto Social Media, then the author should refrain from making the communication and seek the advice of their manager or Northport Ltd in lieu of a manager.
- 4.2 If any Port User becomes aware of any posting or comment that may be in breach of this Policy, they should report, in a timely manner, the posting or comment to their manager, or Northport Ltd in lieu of a manager.

## **5. Video and Photography on the Northport Facility.**

- 5.1 This rule is aimed at controlling the taking of photographs or video for self-interest, social media, or journalist media on the Northport Facility.
- 5.2 Port Users are prohibited from taking photographs or video within the Northport Facility for purposes other than official work purposes.

- 5.3 Port Users are prohibited from posting or re-posting to Social Media, or supplying to any journalist media, directly or indirectly, any photograph or video taken within the Northport Facility, however that photograph or video was obtained.
- 5.4 If a personal device is used to record photograph or video for official work purposes, then the file must not be used for any other purpose, nor further disseminated, and must be deleted from the device once the official purpose is complete.
- 5.5 Any Port User intending to take site photographs or video as part of their business interests (eg marketing, promotional, etc) must first seek the direction and permission of the CEO of Northport Ltd.
- 5.6 To clarify, Northport use recorded CCTV for the official purpose of facility security, monitoring of operations, and incident investigation. The material captured through CCTV remains the property of Northport Ltd, and its use is strictly confined to official company purposes. Northport Staff and Port Users are prohibited from disseminating CCTV footage or stills, however obtained, without the express written permission from Northport Ltd.
- 5.7 If any Port User has any doubt as to what constitutes 'official work purposes' then they should seek the direction of a manager of Northport Ltd.

## **6. Breaches of this Policy**

- 6.1 On a breach, a user may be subject to their employers' investigation and disciplinary process. Northport Ltd, at their sole discretion, may undertake any independent or additional action as they deem appropriate which includes prohibiting or restricting entry to the Northport Facility.
- 6.2 For Northport employees, a breach will be investigated as an incident, and may be subject to Northport Ltd internal disciplinary process as deemed appropriate - refer to the Northport Code of Conduct for guidance. Northport may require removal of any posting they deem to be a breach of this policy.

**Photograph, Video and Social Media Policy Agreement – Northport Employee**

I hereby acknowledge that I have read and understand the Photograph, Video and Social Media Policy Version 1 of Northport. I agree to abide by these policies and ensure that persons working under my supervision abide by these policies. I understand that if I violate such rules, I may face legal or disciplinary action according to applicable law or departmental policy.

**Signature** \_\_\_\_\_

**Employee Name** \_\_\_\_\_  
(PLEASE PRINT)

**Employee Position** \_\_\_\_\_

**Date** \_\_\_\_\_