

Introduction

The purpose of these guidelines is to help employees understand how to apply newer technologies for communication so you can participate with confidence on social media platforms. The use of social media could potentially, if not used properly, bring the Company into disrepute.

Despite this, we are extremely keen to give you the freedom and confidence to experiment (or continue to experiment) with online media in your own way.

Rather than telling you what we think you should do, where possible we've reduced this policy to a short list of things that you 'mustn't' when sharing information that might affect your company, colleagues and clients.

1. Social Media should be used to:

- Compliment a promotional campaign
- Engage existing customers
- Raise brand awareness
- Increase search ability
- Encourage word of mouth
- Spread news and information about business

2. Guiding Principles

2.1 Know Your Audience

The message that you write through a Social Network can reach thousands of people very quickly. You need to adapt a 'common sense' approach that you apply in any normal day to day interaction. Make sure your opinions reflect those of the company and in no way cause offence to any person.

2.2 Protect the Brand and Be Professional

First and foremost, remember you are representing Blis. Your conduct should be consistent with our Purpose and Values. Make sure what you write, publish and share does not in any way undermine the Company's reputation. Post responsibly! You should continue to follow the guidelines on employee conduct found in the HR System.

2.3 Be Smart about Privacy

You must not in any circumstances publish information that is confidential or proprietary to Blis and/or its clients. Do not lie and mislead: be honest.

Use your best judgment. You are solely responsible for what you post. If you aren't sure whether what you are about to post is appropriate, review it carefully and question what you have written with an objective mind. Always seek approval if you are unsure.