

**Greencross
Pet Wellness
Company**



G3

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Social Media Policy



Greencross Pet Wellness Company



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Policy name: **Social Media Policy**

Originating Department: **People & Capabilities and Marketing**

Applicable Business Unit/s: All

Scope: This Policy applies to anyone and everyone associated with Greencross or its business, including:

- all Greencross (permanent, part-time/full time, casual and fixed term) team members;
- all Board members; and
- all other persons engaged to undertake activities for or on behalf of Greencross (including consultants and contractors).

All Greencross team members are responsible and accountable for complying with the Code, and this Policy, in all aspects of our work.

Responsibility: **Responsibility to ensure compliance to this policy rests with:**

- Line Manager (Dept/Practice/Store Manager)
- Next Level Manager (Area/Business Manager)
- General Manager
- Executive Leadership Team

1. Purpose

Social media gives us opportunities to engage in conversation with colleagues, customers, and communities with shared interests online. We value our established relationships with customers, suppliers, and other business partners, and it is important that these relationships remain positive, respectful and ethical. The purpose of this policy is to:

- maximise positive communication opportunities via social media, to share stories of the good work we do;
- ensure consistency in the way in which Greencross is presented to business partners and the public on social media, to help us protect and enhance Greencross' reputation and brand;
- define employee responsibilities in relation to social media; and
- protect employees from potential acts of cyber bullying.

This policy is designed to guide all Greencross team members, consultants and contractors to feel comfortable when participating online, and in maintaining their own digital identity.

2. Our Purpose, Vision & Values

We are Australasia's largest pet care company, seen as the leaders in our industry.

You are a part of a complete pet care ecosystem that we can all be proud of, making a difference in our customers, clients, and pets' daily lives through offering great end to end services.

We continually develop and grow in every area to provide the best support for our customers and clients, and equally as importantly, to you!

Our passion unites us - regardless of which area of the business we work in through our combined love for pets.

2.1 Our Purpose

To make our world a happier place through the love of pets.

2.2 Our Vision

To be the leader in integrated pet care.

2.3 Our Values

Passion: Genuinely passionate about the role and strives for **excellence** in the role. Goes the extra mile to make things happen. Puts our customers and clients and their pets at the heart of everything we do;

Authentic: Keeps it real and genuine at all times, has tough conversations easily as required and generates respect and trust in all their endeavours. We create a supportive environment where we can all be heard. Behaves with **integrity** at all times;

Caring: Works conscientiously. Is ethical, **professional**, compassionate, and fair, takes direction well and anticipates needs. Delivers confident, competent, and conscientious care for our clients, customers, patients and team members;

Knowledge: Has the knowledge to carry out the role, the **innovation** to seek out ways to improve knowledge and imparts that knowledge easily for the benefit of the greater teams;

Togetherness: Has a sense of loyalty to the team, is supportive and helps deliver collaboration and harmony. Treats people as they want to be treated – with respect. Co-creates a fun and enjoyable work environment. Always demonstrates **teamwork**.

The Code embodies our values of Passion, Authentic, Caring, Knowledge and Togetherness.

3. Definitions

The following defined terms apply throughout this Policy.

- **Code** means the Greencross Business Code of Conduct, available on The Cage: [Click HERE to be taken to the Business Code of Conduct policy](#).
- **Greencross** or **us** means Greencross Pty Limited, and all its related or associated entities, including all subsidiaries and managed entities.
- **social media** means any website, platform, application or similar means of communication that allows any (individual or corporate) person to publish or share any content or information or supports social interaction, and includes:
 - social media and social networking sites e.g., Facebook, Instagram, LinkedIn;
 - video and photo sharing websites e.g., YouTube, Snapchat, TikTok;
 - micro-blogging sites e.g., Twitter, Tumblr, Pinterest;
 - weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
 - forums and discussion boards e.g., Reddit, Quora.com, Google Groups, Whirlpool;
 - online encyclopedias e.g., Wikipedia;
 - online/instant messaging e.g., WhatsApp, Skype, Viber, WeChat, Messenger; and
 - any other websites or applications that allow individual users or companies to utilise publishing tools.
- **you** or **Greencross associates** means anyone and everyone associated with Greencross or its business, including all:
 - Greencross (permanent, part-time/full time, casual and fixed term) team members;
 - Board members; and
 - other persons engaged to undertake activities for or on behalf of Greencross (including consultants and contractors).

4. Social Media Use

Prevention is better than cure: You need to assume that you will be, or become, identifiable as associated with Greencross, and assume that any content you post will be seen (rightly or wrongly) as representative of Greencross' views. To help Greencross protect its brand, reputation and corporate standing as Australasia's largest pet care company:

- this Policy and the Code apply to you, as a set of directions from Greencross that you must comply with whenever you use, access, view, post to, or comment on, any social media, since all of your social media activities (using a Greencross or personal device) may affect Greencross' reputation, even if you say your opinions are your own;

- disciplinary action may follow any breach of this Policy or the Code;
- you must raise any queries about this Policy or the Code, promptly, with your Line Manager or the Human Resources Department and follow their direction/s; and
- if you have *any* concern/s about whether you should post any content, you must discuss your concern/s with, and follow the direction/s of your Line Manager or the Human Resources Department, *before* you post.

Respect: Greencross recognises that social media can be a great tool for business and encourages you to use and post to social media positively to support Greencross' social media activity. Because every online interaction is a permanent record and everything you say, write or do, and how respectfully or ethically you express your views, can be judged against the Code and changing community expectations, now and in the future, whenever you use social media:

- your contribution must be positive, respectful, caring and ethical, consistent with Greencross' public position, put forward in a positive, respectful, caring and ethical way, with positive, respectful, caring and ethical content that is consistent with the Code and this Policy; and
- you must avoid criticism of Greencross, any competitor, any member of the public or any third party;
- you must not expose confidential or price sensitive information, or mislead or deceive the public; and
- you must not post any content that might negatively impact Greencross' brand, reputation and corporate standing, including any content that is offensive, disrespectful, derogatory, discriminatory, prejudicial, or defamatory.

Authority: Only the Chief Customer Officer may express any view/s on Greencross' behalf or operate or administer any social media account as, or representing, Greencross. You must not post, comment or express any views, as or on behalf of Greencross, or that might reflect poorly on Greencross.

GP Clinics and Emergency & Specialty hospitals *may* operate or administer a social media account specific to that clinic or hospital and should obtain approval from the Chief Customer Officer before setting up any such account. Team members need to refer to their Practice Manager for further guidance around any account *specific* to that clinic or hospital. A Practice Manager should liaise with their Next Level Manager around that clinic or hospital's social media account(s) before engaging the Chief Customer Officer.

Before you post about Greencross events: Greencross encourages you to share your experiences of attending Greencross events (e.g., seminars, training or symposiums), but only after you contact the Chief Customer Officer for guidance, around what messaging or content is to be shared on external platforms, and obtain the Chief Customer Officer's approval of the content before you post anything else. As a guide:

- if you post how much *you* enjoyed an event you attended, then subject to the following points, you will not need to seek internal approval;
- if you want to tag any other person or include them in any photograph you post, ask them if they are comfortable to be included in any post by you *before* you post anything, and please, respect their wishes; and
- if you want to include anything else (e.g., material that may be interpreted as a commercial message or images of team members or other attendees), you will need to obtain the Chief Customer Officer's approval before you post anything.

You can send the Chief Customer Officer your draft at any time for review.

Reasonable use: So long as the time you spend is reasonable across the workday and does not impact your performance of your work, you may engage in:

- reasonable business use of social media, which may include customer and business-related research, positive engagement with Greencross social media campaigns and posts, and reviewing or contributing content for learning purposes; and
- reasonable personal use of social media, during break times, or otherwise before or after contracted hours of work, so as not to impact productivity and performance.

It makes no difference whether you post using a personal device or a Greencross asset (e.g., a work computer).

Duty to escalate: If you become privy to social media content that may impact Greencross adversely or

is incorrect, you must escalate the matter, immediately, to the Chief Customer Officer.

5. Support if you experience cyber-bullying

Greencross aims to provide a workplace free from bullying, from any source, and to support all team members and other workers.

To help achieve these aims, Greencross expects you to inform your Line Manager or the Human Resources Department promptly if you receive any unwanted or threatening social media communication in connection with the performance of your role or your association with Greencross.

Human Resources can discuss the support available and relevant procedures.

6. Reporting a breach or suspected breach of this Policy

Greencross expects all team members to report to the Chief Customer Officer, immediately, any breach, or suspected breach, of this Policy. Each one of us has an obligation to speak up when we have concerns that something isn't right, or if we have made a mistake. We accept mistakes will be made and not everything goes to plan. What is important is how we deal with these situations. Ask questions and challenge the way things are done if you think it is wrong or can be done better. Speak up if you genuinely feel you are under pressure to do something which is or may be inconsistent with this Policy, the Code, any other policy, or our values. For most matters, you should raise it first with your Line Manager or Next Level Manager.

If you feel uncomfortable about raising any concerns with your Line Manager or Next Level Manager, Greencross expects you to contact:

- the Human Resources Department; or
- a Team Member Hotline on **1300 264 149**, which allows you to report an issue confidentially and anonymously.

While any team member is welcome to call our Team Member Hotline, we may not be able to act in relation to an anonymous complaint, so if you have a complaint, we encourage you to provide as much detail as possible. Your confidentiality will be respected and there will be no retaliation.

The Guidelines for Resolving Grievances and the Whistleblowers Policy offer more information about reporting a breach or suspected breach.

7. Breach of this Policy

It is your responsibility to understand and comply with this Policy. A serious breach may result in disciplinary action, up to summary dismissal.

8. Further information

If you have any questions in relation to this Policy, please contact your Line Manager or the Human Resources Department.

9. Related documents

- Standards of Behaviour
- Code of Business Conduct
- Guidelines for Resolving Grievances
- Whistleblowers Policy
- Privacy Policy