



## Bowen's Customs & Logistics

### Social Media Policy

This policy is intended to assist all Bowen's Customs & Logistics team members in making appropriate decisions about the use of social media such as social networking websites, forums, message boards, Twitter, Facebook, LinkedIn, Pinterest etc – the list is endless. It outlines the standards we require team members to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.

#### The scope of the policy

All team members are expected to comply with this policy at all times to protect the privacy, confidentiality and interests of our company and our services, employees, partners, customers and competitors. Breach of this policy will be dealt with and in serious cases, may be treated as gross misconduct leading to dismissal.

#### Responsibility for implementation of the policy

All team members are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All team members should ensure that they take the time to read and understand it. Any breach of this policy should be reported to senior management.

#### Using social media sites in our name

Only Media Administrators in the company are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.

#### Personal use of social media sites

We permit the incidental use of social media websites for personal use subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and we reserve the right to withdraw our permission at any time at our entire discretion.

The following conditions must be met for personal use to continue – use must be minimal and take place substantially out of normal working hours (that is during lunch hours, before 8.30am or after 5.30pm – depending on your agreed hours of work). Use must not interfere with business or office commitments.

#### Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules - even if made on personal sites and out of work hours.

1. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
2. Beware of comments that could reflect poorly on you and the company. Social media sites are not the forum for venting personal complaints about supervisors, co-workers, or the company.
3. Use privacy settings when appropriate. Remember, the internet is immediate and nothing posted is ever truly private nor does it expire.
4. Many sites like Facebook and Twitter blur the lines between business and personal.
5. Be respectful of others. Think of what you say online in the same way as statements you might make to the media, or emails you might send to people you don't know. Stick to the facts, try to give accurate information and correct mistakes right away.



6. Any member of our team who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform senior management.
7. Never disclose commercially sensitive, anti-competitive, private or confidential information – all company information (not in the public domain) is confidential. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with a senior manager.
8. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent as this can lead to a violation of copyright.
9. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
10. You are personally responsible for the content you publish into social media tools – be aware that what you publish will be public for many years.
11. Don't discuss colleagues, competitors, customers or suppliers without their prior approval.
12. When posting to social media sites, be knowledgeable, interesting, honest and add value. Bowen's Customs & Logistics outstanding reputation and brand is a direct result of our employees and their commitment to uphold our core values of Integrity, Dedication, Teamwork and Excellence.
13. Be aware that you are not anonymous when you make online comments. Information on your networking profiles is published in a very public place. Even if you post anonymously or under a pseudonym, your identity can still be revealed.
14. If contacted by the media, refer them to Senior Management.

#### **Monitoring use of social media websites**

Team members should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and where breaches of this policy are found, action may be taken.

We reserve the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us, and may lead to dismissal. It may also cause embarrassment to us and to our clients. We may monitor content out on the web and reserves the right to remove posts that violate this policy.

#### **The Fracht Group Social Media Privacy Policy**

Bowen's Customs & Logistics and the Fracht Group has a Social Media Privacy Policy which can be viewed [here](#). Bowen's Customs & Logistics is committed to adhering to this policy.

#### **Updating this Social Media Policy**

Bowen's Customs & Logistics reserves the right to review and update the contents of this Social Media Policy at any time and without notice.

#### **Contact Information**

If you have questions or queries about this Social Media Policy please discuss with a member of our Senior Management Team.