

ALL THINGS SOCIAL MEDIA.

Social Media at Vocus.

Team Member Guide



VOCUS SOCIAL MEDIA GUIDELINES.

**WE LOVE WHAT WE DO, AND WE
ENCOURAGE YOU TO SHARE YOUR PASSION.**

**TO AVOID ANY MISUNDERSTANDINGS, WE'VE
COME UP WITH A FEW GUIDELINES TO USE
WHEN COMMUNICATING ABOUT OUR
COMPANY AND ENGAGING ON SOCIAL MEDIA.
WHETHER IT'S IN A BLOG, WIKI, ONLINE
SOCIAL NETWORK, DISCUSSION OR ANY
OTHER FORM OF ONLINE MEDIA, THIS GUIDE
WILL HELP YOU KNOW WHAT'S ACCEPTABLE.**

What do we mean by social media?

- Blogs, wikis, forums, videos and social networks; whether they are hosted or sponsored by Vocus or not.
- Your personal blogs that contain postings about the Vocus business, products, team members, customers, partners or competitors.
- Your participation in any video related to Vocus or any of its products, team members, customers, partners, or competitors; whether you create a video to post or link to on your blog, you contribute content for a video, or you appear in a video created either by Vocus, a team members or by a third party.



YOU TALKIN' TO ME?

**This guide is for all Vocus
team members.**

This guide covers all team members of Vocus, whichever "brand" you work for. This includes directors, full time, part time, casual, temps and contractors.

GET SOCIAL.



It's our goal to use social media to build relationships and promote our company – inside and outside the organisation. We want everyone to use social media in an engaging, ethical, respectful and responsible way. The purpose of these guidelines is to provide standards, expectations and examples that allow you to participate online while protecting our brands and you personally. So if you choose to participate in social media whilst a team member of Vocus, please follow this simple guide.

Remember, if you act like a muppet on social media it will be dealt with according to our disciplinary policy. Your activity on social media is also subject to our Continuous Disclosure & Communications Policy, Code of Conduct and Technology Acceptable Use Policy.

SHARING IS CARING.

Get started by sharing official company social posts and content on your own social channels. Make them your own by adding a personal comment.

CREATING YOUR OWN GREAT CONTENT.

Posting interesting content that's relevant to your role is great for your online presence as well as the Vocus brand. Become an online thought leader by posting information that relates to your industry, such as sales, engineering or service delivery (among others).



A FEW BITS TO REMEMBER.



PRIVACY PLEASE.

Please don't share confidential or market sensitive information. This includes non-public financial information, Anything related to strategy, sales, products, policy, management, operating units and potential acquisitions that have not been made public. Confidential information also includes details of our team members, customers, partners and suppliers.



FORGET YOU NOT.

The internet never forgets. Everything you publish CAN be visible to the world for a very long time. If you're unsure of what to post and wouldn't be happy saying it to our CEO, then don't post it. You can always talk to your Manager if you're unsure.



NOT EVERYONE IS OFFICIAL.

Only a few people are official spokespeople, so if you are not one of them you're not allowed to make any comment on behalf of Vocus. Also consider that even anonymous postings on Wikipedia can be traced back to our company. Remember, even if you make a comment on your own behalf, because of your position, your comment might be seen to be on Vocus' behalf.



AN INSIDE JOB.

If an item features the sentence 'for internal use only' then it is absolutely not meant to be forwarded to anyone who is not employed by the Vocus. No exceptions. Nor should internal messages from our CEO be repeated or sent to anyone externally.



GET IN THE KNOW.

Familiarise yourself with our Communications & Continuous Disclosure Policy, Code of Conduct and Technology Acceptable Use Policy which can be found here: vocusgroup.com.au/about-us/corporate-governance or the Technology Acceptable Use Policy internally on the Vocus Group Intranet



PRIVACY PLEASE.

Always be aware that if you make a personal post about a colleague or the company, and there is a link between you and the company, you may be held accountable for anything inappropriate.

KEY POINTS.

Here's a 1 minute guide on getting social right.



THINGS TO DO.

- Share company posts
- Share your perspective: People are interested in your opinions and interesting things you find, not necessarily what you ate for lunch. Before you share, ask yourself; is what I'm sharing adding value to my customers?
- Be transparent and speak in the first person
- Disclose your affiliation: If you plan to tweet or blog about professional matters (such as the Vocus business or other companies, products or services in the same market as Vocus), use the service's profile/contact details to indicate you are a Vocus team member. But remember, only a few people are official spokespeople and can speak on behalf of Vocus without prior approval.
- Say things you'd be happy to say to our CEO
- Stick to your area of expertise. You will have more to offer customers and more engaging interactions by sharing what you know
- Post meaningful, respectful comments: In other words, no spam and no remarks that are off topic or offensive
- Discuss industry news, events, new product announcements and information that is available publicly
- Represent the Vocus values when communicating about our company
- Use widely acceptable language in any posts that also mention Vocus
- Let our Marketing team know of any interesting content you come across

KEY POINTS.

Here's a 1 minute guide on what not to do.



WHAT NOT TO DO.

→ Don't disclose numbers, promotions, personal, legal or confidential information or any personal identifiers (phone numbers, usernames, service details) relating to team members or customers

→ Don't comment on mergers & acquisitions including potential and pending acquisitions, regardless of their status – in diligence, announced but not closed, integration plans for acquired companies, etc. You don't want to be done for insider trading!

→ Don't discuss future offerings such as product plans, upgrades or future product releases

→ Don't discuss outages, performance metrics (e.g. network performance, speeds)

→ Don't make comparisons between equipment or other providers

→ Don't say anything that is discriminatory, harassing or bullying in nature

→ Leave escalations and crisis management to the experts

→ Don't disparage or make critical comments about Vocus, our customers or suppliers, or other team members

→ Don't behave in a way that does not align with our values or code of conduct
#nomuppets
#dontslagoffyourcolleagues