



SOCIAL MEDIA AND MEDIA CONTACT POLICY

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Last revision: [02/01/2021]

STATEMENT AND SCOPE

As an employee and representative of First Purpose, you also will be representing various charitable organizations during your employment. Throughout this time, you are expected to demonstrate best practices and appropriate etiquette on social media and when contacted by or approached by the media. Whenever approached by the media you should re-direct them to the company director. Those details can be found below:

Joshua Cromwell

First Purpose – Director

0478071451

Management@firstpurpose.com.au

If you are engaged by the media whilst trading or if you engage social media in regard to First Purpose or any of the clients it may represent you must adhere to a level of professionalism and etiquette, this is including but not limited to the following:

- No hate speech, derogatory or inflammatory comments or expression
- Do not speak down on or negatively about the company or the clients it represents
- Always look for a way to redirect the media contact to the company director
- Do not reveal any confidential information about the company or the clients it represents

Customer Inquiries

If contacted by customers, please direct them to the company director.

Questionable content

If you come across any questionable content online or in the media regarding First Purpose or the clients it represents you must forward this to the company director so it may be reviewed and potentially actioned.

TACTICAL GUIDELINES FOR EMPLOYEES

When do I need approval to post a message on social media?

Whenever your posts online include the company or the clients it represents. All requests for approval must be sent to the company director who's details are above.

What kind of information am I allowed to post related to my work on social media?

Information about the type of work you are doing and what type of causes the client is advocating for are acceptable, however there are things that should not be posted about which include but are not limited to:

- Payment rates
- Company budgets
- Number of staff
- Number of clients First Purpose works with
- Donor information and data

In all events, you must seek approval from the company director before positing anything online.

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

You may include that you work for First Purpose as a Face to Face fundraiser, trainer, team leader, or manager. Anything else must be approved by the company director.

What should I do on social media during a PR crisis?

Refrain from posting anything. Seek approval from the company director.



CONSEQUENCE OF BREACH

If you are found to have breached any of the above conditions, you may be asked to prove that nothing else has been posted online that has breached the conditions. If this cannot be satisfied, you may be suspended from the field indefinitely. Any defamatory or misleading information posted about the company or its clients may be subject to the policies in place by said clients and could result in you being reprimanded to the full extent of their policies.