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| Text  Description automatically generated with medium confidence | Digital Communication Policy and Procedures |

1. **Objective of the Policy**
2. This policy sets out to identify and articulate Anjark Services’ digital communications and offers guidelines for both business and personal use of these platforms by our employees and clients. Often, business and personal engagement on digital communication platforms can overlap; this policy seeks to set out clear guidelines for our employees to refer to.
3. Visual media (photographs and videos) forms an integral part of digital communication and is therefore referenced within this policy; however, the treatment of such content is not the focus of this policy.
4. Given the rapid change in digital technologies and our commitment to best practice, this policy will be reviewed annually and updated and developed as required to ensure that the guidelines are not simply a snapshot of best practice at any point in time, but a resource providing relevant and up to date guidance.
5. The purpose of this policy and procedures is to provide a safe operational framework for the use of digital communications in our workplaces.
6. **Definition of digital communications**

‘Digital communications’ is the term used to describe any communication over the Internet or using digital technology to effectively communicate with stakeholders.

‘Social Media’ is the term commonly given to Internet/web and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.

1. **Benefits of digital communication**
* Communicate directly with our clients in a timely, supportive and approachable manner.
* Improve customer service and support by “listening” to our them, being responsive to their enquiries and feedback, and analysing feedback to improve our services, products, projects and events.
* Support the routine and commercial activities of our workplaces.
* Build positive relationships between our staff member and between our company and our clients.
1. **Potential risks**

As well as the potential benefits there are potential risks involved in using digital technologies. The risks largely fall into four areas:

* Reputational
* Legal
	+ Intellectual Property (Creative Commons, copyright and trademarks)
	+ Law of Confidence (the application of confidentiality)
	+ Defamation
	+ Consumer Protection
	+ Data Protection
	+ Privacy
* Safeguarding
* Financial
1. **Security Considerations**

Anjark Services takes a proactive approach to addressing security risks associated with digital communications. In conjunction with other policies we are committed to:

* keeping up to date with evolving regulations and the terms and conditions of the digital communication platforms we are using
* managing digital data throughout its life cycle from initiation through, usage, storage, transfer, archiving and deletion
* ensuring that sensitive personal data is not misused.
1. **Expectations**

Employees are expected to always communicate professionally, regardless of the channel of communication. Do not let the more informal nature of some digital communication methods impact on professional communication.

All employees are expected to abide by (it is a condition of employment) the policies and procedures of Anjark Services.

Do not use the company’s name or digital communication methods to endorse or promote any product, opinion, religion or similar belief, cause or political party or candidate.

Respect copyright and trademarks, fair use and disclosure laws.

Respect your audience. Respect the privacy of others and do not use discriminatory comments, obscenities, indecent or pornographic content or write about topics which could be considered inflammatory. Your posts should comply with the terms of the Anjark Services’ policies on these matters.

1. **Disciplinary procedure**

Alleged breaches of this policy will be taken seriously and, where appropriate, disciplinary action will be taken against employees found to be acting or have acted in contravention of the policies of this company. Disciplinary action could lead to dismissal.

1. **Records retention**

Employees are reminded that all digital communication messages are company records and are subject to the same statutes, policies, and procedures as their printed counterparts.

Employees are required to appropriately manage the retention and disposition of electronic communications records for which they are responsible.

Records deleted or altered which are required to be retained must be restored. Employees needing assistance must call the IT team.

1. **Roles and responsibilities**

Employees should understand the role they hold in the various types of electronic communications as the records retention requirements are different based on the employee’s role:

**Sender:** Employees that construct a message and send it to another person or persons are the senders of the communication. The sender has the primary responsibility for ensuring messages related to our business are consistent with the company’s position on the specific topic, are appropriately managed, and comply with the applicable policies and procedures for the specific type of communication.

**Receiver:** Employees to whom a message is sent are the receivers regardless of whether they are the primary recipient of the message or were “cc’d”. The receiver has responsibility to ensure messages related to our company’s business not originating from the company, such as from a client, are appropriately managed and comply with the applicable policies and procedures for the specific type of message.

**Creator:** Employees generating new information or content related to company business for a web page or a social media site are creators of content. Creators of content related to company business posted on a web page, blog, forum, or other communications medium are responsible to ensure that the information is consistent with the company’s position on the specific topic and that content is appropriately managed. Example: An employee that begins a new wiki topic or a new blog entry qualifies the employee as a creator of content even though others will comment on or modify the entry in the future.

**Participants:** Employees that enter information or comments related to business in response to content or entries previously posted in a wiki, blog, forum or other communications medium are considered participants. These employees are responsible for ensuring the information or comments related to our business are consistent with the company’s position on the specific topic.

1. **Headers and Footers**

Employees are encouraged to use email where appropriate in the conduct of our business. Email accounts on Anjark Services’ servers are provided to all employees.

Because email is the primary way the company will communicate important information, employees are responsible to check for new email messages at least four times during a workday.

Email related to Anjark Services’ business is recognised as official correspondence. Whether printed or not, it is subject to the same policies, rules, and procedures, and must be treated in the same manner as any correspondence sent or received in printed format.

Email retention schedules, available from the team supervisors, must be followed.

Documents attached to email messages sent or received during our business must be retained in accordance with the records management procedures and retention schedules applicable to such attachments.

Employees are prohibited from deleting any email messages, with the following exceptions:

* Unsolicited email advertisements, etc. (Spam)
* Personal correspondence not related to the company’s business.
* Routine correspondence such as but not restricted to announcements and general mailings such as newsletters, press releases, etc.
* System generated messages indicating that the person has either accepted or declined attendance at a meeting.
* Messages that are, according to the applicable records retention schedules, due to be purged.

Employees are responsible for proper management of their email. This includes messages sent and received.

**Deleted items:** Each workstation’s deleted items folder is automatically purged each time the employee shuts down the email program (Outlook). These records are retained by the email server and may be recovered by the employee for 14 days after which they are no longer available.

1. **Instant Messaging**

Employees may use instant messaging technologies in the conduct of business where informal communication is appropriate.

Instant messaging should be considered as like a telephone conversation. No record of the correspondence is retained once the instant message program has been shut down. However, employees are responsible for capturing information contained in an instant message where, in the employee’s best judgment, the information should be retained. Employees are responsible for the appropriate use of instant messaging.

If the employee saves the communications conducted in an instant message thread in any format digital or printed, a record series is created and the records management procedures and retention schedules for email are applicable.

1. **Text messages/SMS**

Employees may use text messaging technologies where informal communication is appropriate in the conduct of business.

Text messaging must be treated in the same manner as a telephone conversation or an instant message. No record of the correspondence is retained once the text message has been deleted from the sending or receiving device.

Employees are responsible for the appropriate use of text messaging when conducting our business.

Employees are responsible for capturing information contained in a text message where that message is pertinent to our company’s business and where, in the employee’s best judgment, the information should be retained.

Text messages retained on the sending or receiving device may be reviewed as part of investigations into work related misconduct or non-investigatory work related searches including but not limited to human resource personnel matters, litigation disclosure, forensic analysis, and information requests under current legislation.

1. **Privacy**

Anjark Services complies with the Privacy Act 1988 and the Australian Privacy Principles.

When providing services, Anjark Services will usually collect personal information including the client’s name, address and contact details and information specific to the service being delivered.

Anjark Services will treat all client personal information confidentially and will not disclose any details to another person or organisation.

Access to information is restricted to the relevant authorised staff.