

TRACKITA PTY LTD SOCIAL MEDIA POLICY

Social media is a significant part of modern professional life, and Trackita supports its use for networking and business growth. However, online activities can reflect on both Trackita and our clients. This policy outlines how to use social media responsibly, including a requirement for consultants to represent both Trackita and the client in a consistent, professional manner—unless the client’s own policy disallows such representation.

1. Policy Scope & Nature

- **Application:** This policy applies to your social media use, whether during or outside work hours, and regardless of whether you are using personal or company devices.
- **Non-Contractual:** The guidelines set forth here do not form part of your employment contract. Trackita reserves the right to alter or rescind this policy at any time.
- **Client Policies:** Where there is a conflict, the client’s policies or confidentiality agreements take precedence over Trackita’s policy.

2. Social Media Rules

2.1 Required LinkedIn Representation

1. Listing Trackita
 - All consultants must identify themselves on LinkedIn as working at/with Trackita for the duration of their engagement.
2. Listing the Client
 - If you are contracted to a specific client through Trackita, you must also indicate your current client engagement on LinkedIn, if permissible under the client’s own policies.
 - **Client Policies Override:** Should the client’s policy or agreement disallow public disclosure of your engagement, follow the client’s directive rather than this policy.

2.2 No Unauthorized Company or Client Disclosures

- Refrain from posting about projects, internal processes, or any sensitive details related to Trackita or its clients unless you have explicit approval to do so.

2.3 No Official Representation Without Approval

- Unless authorized, do not publicly present yourself as speaking on behalf of Trackita or the client.

2.4 Professionalism & Respect

- Avoid Harmful Speech: Do not post disparaging or offensive content about Trackita, its clients, coworkers, or any related parties.
- Confidentiality: Never disclose proprietary, confidential, or commercially sensitive information.

2.5 Limited Personal Use During Work

- Posting, tweeting, or other personal social media activities should not interfere with work duties unless it is explicitly part of your role or you have prior management consent.
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3. Compliance & Breach

- Disciplinary Action: Violations of this policy can result in disciplinary measures, including termination.
 - Client Directives: If a client's requirements conflict with Trackita's guidelines, the client's policy prevails. Non-compliance with client policies may also lead to disciplinary action.
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4. Related Policies

The following policies provide additional guidance and apply alongside, or in place of, this Social Media Policy. **Please note:** In the event of any inconsistency, **client policies supersede Trackita's policies** and must be followed first.

- **Code of Conduct**
- **Telephone, Mobile, Email & Internet Policy**
- **Anti-Bullying & Anti-Harassment Policy**
- **Equal Employment Opportunity and Anti-Discrimination Policy**
- **Workplace Surveillance Policy (where relevant)**

If you have any questions regarding how to apply the client's policies in conjunction with our own, consult your manager or the client's designated representative.

5. Key Takeaways

1. LinkedIn Requirements: You must list Trackita and, if permissible, the client you are working for in your LinkedIn profile.

2. Client Over Trackita: If a client's policy disallows you from publicly naming them, you must comply with the client's rules.
 3. Professional Conduct: Whether on or off the clock, your social media activity can affect your professional reputation and that of Trackita and the client.
 4. Confidentiality: Maintain the highest standard of discretion regarding company and client information.
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By adhering to this policy, you help safeguard the professional interests of both Trackita and its clients. If you have any uncertainties, please consult your manager or the client's representative for clarification.