



Qube Social Media Policy

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Contents

1.	Introduction.....	3
2.	Purpose and Scope	3
3.	What is Social Media?	4
4.	General responsibilities.....	4
5.	Appropriate use of Social Media	4
6.	Inappropriate use of Social Media	5
7.	Reporting and Compliance	6
8.	Related Documents and References	6

1. Introduction

- a) Qube Holdings Limited and its subsidiaries (**Qube**) is committed to our Values of:
- Integrity;
 - Reliability; and
 - Inclusion.
- b) It is important that Qube employees, agents and contractors (**Workers**) understand Qube's Social Media Policy and Qube's expectations of them when using social media in their professional and personal lives.
- c) All Workers who use social media should be mindful that their behaviour and interactions may affect Qube's reputation, viability, or profitability.

Note: *Workers should be aware that they can be identified as Qube workers even if their profile does not explicitly say so.*

- d) This policy applies when using social media:
- at work;
 - outside of working hours during your personal use where it affects your work.

This includes, without limitation, social media messages and posts that refer to or relate to Qube or the workplace, even if posted on 'closed' or 'private' groups.

2. Purpose and Scope

- a) Social media is an important communication medium and is used by Qube to promote our services, our people, community engagement, success stories and how we live our values.
- b) Inappropriate use of social media may negatively impact other Workers, individuals outside of Qube and Qube's reputation, viability, or profitability.
- c) At Qube, we acknowledge that many of our people are involved in using social media in both a personal and professional capacity.
- d) The purpose of this policy is to:
- outline Qube's position and expectations on social media access and usage in connection with the workplace;
 - help prevent the disclosure of Qube's confidential and proprietary business information and intellectual property through the use of social media;
 - provide guidelines as to what is expected and unacceptable social media content for Qube Workers; and
 - outline reporting procedures of potential breaches.
- e) This policy applies to all Workers across Qube in all locations.

- f) The terms and prescribed conduct described in this Policy are not intended to be exhaustive, nor do they anticipate every possible use of social media.
- g) This policy is not in any way incorporated as part of any employee's contract of employment and does not otherwise impose any contractual obligations on Qube. Qube may amend this policy at any time in its sole discretion.

3. **What is Social Media?**

- a) The term *social media* in this policy means the websites and applications that enable online social interactions between two or more users, enable people to link to, or interact with, other users (including their content), and enable users to post (or publish) material.
- b) *Social media use* includes all online interactions by a user on social media (the websites and applications, or platforms). This includes, but is not limited to publications, posts, comments and reactions to other content.

4. **General responsibilities**

- a) Workers are responsible for their use of social media.
- b) Workers should ensure that their use of social media is consistent with Qube's values and policies, lawful, respectful and professional, and does not include content that is obscene, defamatory, threatening, harassing, discriminatory or hateful, or that fails to respect the privacy of colleagues, clients or others.
- c) Workers should not use a Qube email address to register or operate social media accounts (including personal accounts) unless specifically authorised by their Manager.
- d) All Workers are reminded that social media use, including all posts, publications and reactions, may remain in the public domain indefinitely, regardless of privacy settings or where the content is originally posted. Content that has been published can be replicated by others and shared beyond the original or intended audience, often without the knowledge or permission of the owner/originator and readers/recipients may view posts and their comments out of context. All Workers must exercise appropriate judgment when using social media.
- e) Workers are reminded that they are also responsible for any social media use through artificial intelligence (**AI**) applications or generative AI tools.

5. **Appropriate use of Social Media**

- a) Workers are encouraged to engage with and share Qube's content on social media in a manner which is consistent with Qube's values and supports our vision of being the best at what we do.

Note: *When engaging with Qube's content on social media, do not talk on behalf of Qube. Workers must ensure that any views expressed are their own.*

- b) It is important to recognise that when using social media professionally and privately, the actions of Workers may affect the public image and reputation of Qube. Workers must at all times on social media ensure that they:

- conduct themselves professionally; and
 - realise that everything they post or say is public, leaves a permanent record and is capable of being shared beyond the intended audience.
- c) When participating in social media, Workers are expected to:
- conduct themselves in a professional, respectful and responsible manner consistent with Qube’s values;
 - exercise sound judgment and common sense in what they post, share or comment on; and
 - consider the potential impact of their online activity on colleagues, clients, stakeholders and Qube’s reputation.
- d) To manage any impact on Qube and its reputation, treat all content posted on social media (and otherwise on the internet) as being permanently in the public domain. Workers using social media must also ensure that they do not (without express approval by the Director – Corporate Affairs):
- create Qube-branded social media accounts which could be interpreted as representing Qube;
 - make comment on behalf of Qube unless prior express approval has been given; or
 - make posts to any personal social network that directly, or by inference, might damage the reputation or commercial interests of Qube, its people or stakeholders. Such conduct could result in exposure to legal claims by affected individuals, third parties and / or government authorities; or
 - use Qube trademarked logos or images - this includes posting photos in Qube issued uniforms or of Qube assets on personal social networks. This example would not ordinarily include reposting a Qube authorised post on a social media platform for example a LinkedIn post.

6. Inappropriate use of Social Media

- a) Qube Workers are prohibited from using social media in circumstances in which its use:
- adversely impacts on the Worker’s productivity or performance of their duties;
 - adversely impacts on the productivity or performance of other Qube people;
 - is for illegal purposes;
 - infringes intellectual property rights;
 - breaches confidentiality obligations (including by disclosing confidential, commercially sensitive or proprietary information of Qube or Qube’s clients);
 - amounts to a conflict of interest;
 - amounts to bullying, stalking, abuse, a threat, discrimination, harassment, vilification or victimisation (or in any other way breaches Qube’s Workplace Behaviour Policy and Procedure or Code of Conduct and Ethics);

- involves Qube’s systems being used to transmit, access or download pornographic, offensive, defamatory or gambling-related material;
- breaches Qube’s third party contractual obligations;
- damages Qube’s reputation or the reputation of any Qube stakeholder;
- involves the copying and dissemination of Qube trademarks or logos for commercial purposes not being in Qube’s interest or the facilitation of commercial relationships without authorisation;
- involves the disbursement of unsolicited commercial messages to any Qube stakeholder (i.e. SPAM);
- disparages, vilifies, defames (or reasonably could be deemed to do so) Qube, a member of its personnel, clients, suppliers or its stakeholders or makes any statement that is likely to bring Qube or any of these parties into disrepute, ridicule or otherwise adversely affect their reputation or compromise public or client confidence in Qube; or
- is otherwise prohibited by Qube.

7. Reporting and Compliance

- a) As the information exchanged within social media networks falls within the public domain, it is important to understand that social media and work are not separated.
- b) Reporting a breach of this policy is the responsibility of all Workers. If Workers identify inappropriate social media content or usage, they should report this (with any supporting evidence) to their Manager, Corporate Affairs and / or People & Culture.
- c) The Qube Technology department and/or the Qube Corporate Affairs department will periodically monitor social media accounts and report on any inappropriate usage.
- d) Any risks identified and / or breaches will be managed by the individual’s direct manager and People & Culture. This may result in an incident investigation and disciplinary action, up to and including termination of employment.

8. Related Documents and References

- [Qube Workplace Behaviour Policy and Procedure](#)
(available on the Qube Intranet, Qube+, People & Culture Team, all Managers)
- [Qube Code of Conduct and Ethics](#)
- [Qube Statement of Values](#)
- [Qube Diversity Policy](#)
- Qube Mobile Electronic Device Standard
- [Qube Employee Handbook](#)
- [Ethical Conduct](#) at Qube