

Social Media Policy

Purpose

This policy has been developed in recognition of the growing popularity of and participation in online social media. Target is supportive of team members participating in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However, for team members who use social media either as part of their job or in a personal capacity, it is important to understand team member employment obligations when the online communication is about Target, our products and services, team members or other work-related issues.

Social Media

The term '***social media***' refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, MySpace, YouTube, Twitter, weblogs, Flickr, forums and discussion boards and wikis.

Policy Application

This policy applies to all team members and contractors of Target.

This policy does **not** apply to:

- team members' personal use of social media where no reference is made to Target and/or such usage has no connection to the workplace or work-related matters;

or

- online communications published by Target representatives who are specifically authorised to communicate via social media platforms on behalf of Target.

Policy

Although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise.

As a result, any online communication that directly or indirectly refers to Target, our products and services, Target team members or other work-related issues, has the potential to damage Target's reputation or interests.

When participating in social media in a personal capacity, team members must:

- Not disclose Target's confidential information, proprietary or sensitive information. Information is considered confidential when it is not readily available to the public. The majority of information used throughout Target is confidential. If you are in doubt about whether information is confidential, refer to the [Target Team Member Code of Conduct](#) and/or ask your Line Manager before disclosing any information.
- Not use the Target logo or company branding on any social media platform without prior approval from the Corporate Affairs Manager;
- Not communicate anything that might damage Target's reputation, brand image, commercial interests, or the confidence of our customers;
- Not represent or communicate on behalf of Target in the public domain without prior approval from the Corporate Affairs Manager;
- Not post any material that would directly or indirectly defame, harass, discriminate against or bully any Target team member, supplier or customer;
- Ensure, when identifying themselves (or when they may be identified) as a Target team member, that their social media communications:
 - Are lawful; and
 - Comply with Target's policies and procedures including the [Target Team Member Code of Conduct, Equal Opportunity Policy, and Electronic Communications Policy](#).

Examples of potential breach

Examples of potential breaches of this policy include but are not limited to:

- Posting information to an online discussion forum about upcoming Target promotions or future mark-downs;
- Posting a comment on the Target Facebook page in response to a customer comment or complaint about your store;
- Uploading video footage to YouTube showing anything that could damage Target's reputation;
- Making derogatory comments about Target or Target's team members, customers or suppliers;
- Posting obscene images or offensive comments to Facebook about a work colleague where this could constitute bullying, discrimination or harassment.

Good practice when using social media

When engaging on social media, team members should:

- exercise care and discretion with their use of online communication. Team members should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication;
- take care not to disclose other people's personal information or publish images of others without permission. Be aware that people may be readily identifiable even when names are not used;
- refer to their line manager if unsure whether an intended online communication may be in breach of this policy;
- use common sense and respect others in posts and discussions. If a team member disagrees with the opinion of another, they should keep responses appropriate and inoffensive;
- adopt the simple practice of stepping back, re-reading and thinking about what they post before doing so.

Responsibilities

Team members:

- Team members are responsible for their own communications online;
- Team members should not represent or communicate on behalf of Target in the public domain without prior approval from the Corporate Affairs Manager;
- Team members should refer to their line manager if they become aware of potential breaches of this policy;
- Team members must comply with Target policies and procedures and Code of Conduct.

Line managers:

- Line managers are required to fulfil the responsibilities of a Team Member;
- Line managers must address any suspected breach of this policy and/or discuss the matter with your Human Resources team.

Breach

Breach of this policy may lead to disciplinary action, which may range from a warning up to termination of employment, depending on the severity of the breach. If you breach the law, you may also be held personally liable.

Questions

If you have any questions regarding this policy, please contact your line manager in the first instance. For further assistance, contact your HR Team.

Policies and Procedures

Refer to the following locations on Target Connect.

- [Target Information Security Policy, IT Security Standard](#)
- [Information Classification and Handling Standard, IT Security Standard](#)
- [Equal Opportunity Policy](#)
- [Target Team Member Code of Conduct](#)
- [Managing Team Member Performance and Behaviour Line Manager toolkit](#)
- [Electronic Communications Policy](#)
- [Media Comment Policy](#)