



Policy No.:	LSH Group Australia AUA.2019.2000
Policy Name:	Media & Social Media Policy
Attention:	LSH Auto Australia
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Approved By:	J. Good / W. Marshall
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Media & Social Media Policy

1. General

1.1 Definitions

- Media – Any member of the press eg. journalists
- External stakeholder – any person not employed by LSH Auto Australia who is associated with the company eg. suppliers, contractors, business partners, Government authorities, etc.
- Spokesperson – An employee of LSH Auto Australia who is authorised to liaise with the media on behalf of the company. Below is a list of authorised spokespeople:

- John Good, Managing Director: john.good@lsh.com

1.2 Non-adherence

Non-adherence to any clause of this policy, including related policies and procedures, legislation and local guidelines, may result in disciplinary actions against the person committing the breach. Identified breaches of this policy or applicable laws will be reviewed by Management and where there are clear signs that an employee is not complying with applicable local laws, the matter will be referred to the employee's Manager and Human Resources for determination of appropriate action.



2. Media Policy

2.1 Responding to calls from the media

All media calls are to be treated as important calls and we must ensure that we respond to the journalists' enquiry and/or interview request in a timely and informative way. It is important not to respond to any questions on the initial call. The person taking the call should say:

"I'm not the best person to talk to, but I will organise for the right person to call you back."

OR

"I am not an expert in this area, but I can get someone to call you back."

The person taking the call must ask:

1. What is your name?
2. What publication are you calling from?
3. When is your deadline?
4. What information are you looking for or what is the topic of the interview?
5. What is your phone number?

2.2 Notifying the LSH Auto Australia spokesperson

Once the above information has been obtained, tell the journalist that a spokesperson will call them back before their deadline is due.

If you can't locate a spokesperson before the deadline time, call the journalist back and explain the situation, saying that a spokesperson will call as soon as possible.

Do not to do the interview yourself.

2.3 Volunteering information to external stakeholders

There may arise situations where organisations that we work with will ask for our involvement in their promotional activities. They may request our involvement in these activities by sharing information or marketing material eg. our company logo, images of our businesses and staff etc.

If you receive these requests, you must follow the following approval process:

1. Notify your immediate Supervisor / Manager via email and Cc the Managing Director.
2. Provide a thorough description of the promotional activity and/or request for information.

Your Supervisor / Manager, and the Managing Director will review the request and provide appropriate direction on how to proceed.



3. Social Media Policy

3.1 Ownership of your social media activities

Employees are allowed to associate themselves with the company when posting on social media (including but not limited to Facebook, Instagram, LinkedIn, Snapchat) but they must clearly brand their online posts as personal and purely their own. The company should not be held liable for any repercussions the employees' content may generate.

3.2 Posting company related content

When posting about models and products, as well as, marketing campaigns and events, employees are to post and share approved company-provided content only.

Content that is considered as sensitive company information (including but not limited to unreleased models and products, and customer vehicles) should not be shared to the outside online community. Divulging information like the company's business plans, internal operations, and legal matters are prohibited.

For any queries or for clarification please contact the Head of Brand and Marketing.

3.3. Copyright

Proper copyright and reference laws should be observed by employees when posting online.

3.4 Responsible use of social media

When using social media, it is not acceptable at any time to:

- post comments or images that are obscene, defamatory, threatening, harassing or discriminatory in relation to your work, a staff member, or the company
- use a work email address to register personal social media accounts
- use social media for business-related internal communications
- post comments or images that are so harsh or extreme in their criticism of the company or their respective policies that they could be perceived to have an impact on your ability to work professionally
- post comments or images that are, or could be perceived to be, so strong in their criticism of the company's administration, policies or programmes that it could seriously disrupt the workplace or compromise your ability to fulfil your duties as an employee in an impartial and unbiased manner — you are encouraged instead to resolve concerns in discussions with your manager or via the company's internal dispute or complaints resolution mechanisms
- post comments or images that are, or could be perceived to be unreasonable criticisms of the company's customers or other stakeholders
- disclose confidential customer information or internal policies, procedures, and other operational information not available via public sources
- create a social media page, for example on Facebook, to protest a company policy that you are responsible for implementing or promoting
- post inappropriate images on social media that reference or involve the company in some way — for example, photos taken of employees engaging in misconduct at a



company event showing behaviour that is illegal, that breaches the company's values or codes of conduct, or otherwise damages the company's reputation

Before deciding to post something in a private capacity, you also need to be mindful that:

- your anonymity online is far from guaranteed, anyone who posts material online should make an assumption that at some point their identity and the nature of their employment will be revealed
- material posted online effectively lasts forever and may be replicated endlessly, through sharing and re-posting
- material posted online may also be sent to recipients who you never expected to see it, or who may view it out of context
- the speed and reach of content posted on social media means that comments posted online are available immediately to a wide audience
- a site's security settings are not a guarantee of privacy which means material posted in a relatively secure setting can still be copied and reproduced elsewhere

3.5 Always seek advice if you are unsure

If you're not sure, get some more information. 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. You are encouraged to act with caution and to take into account the underlying principles of this policy.

You should contact your manager if:

- you are not sure if you should get involved in social media commentary or participate in an online discussion
- you are worried about your privacy or reputation as a result of social media posts
- you find information online you think the company needs to know about, this includes inappropriate activity on social media by staff

Always make sure you provide as much information as possible, including links or screenshots.

Breaches of the social media policy:

This policy sets out the rules which must be complied with when using social media. This policy is a direction to you by the company. You must comply with this policy.

Where necessary, the company will contact staff to discuss their online behaviour. In situations where a staff member's online behaviour potentially breaches the company's values or the codes of conduct, the issue will be referred to the Human Resources department for investigation and action.

If you are found to have breached this policy, the company may determine that it is appropriate to impose a sanction on the respective employee or employees.