



Policy Name:	Media & Social Media Policy
Attention:	LSH Group Australia Employees
Version:	1.3
Last Reviewed:	1 st April 2026
Effective From:	1 st April 2026
Approved By:	GCEO / Corp Review / MD

Media & Social Media Policy

1. Purpose

This policy sets out the requirements for engaging with media and using social media in a manner that protects LSH Group Australia's reputation, confidential information, and legal obligations, while recognising employees' rights to lawful expression.

2. Scope

This policy applies to all employees, contractors, and representatives of LSH Group Australia. It applies to:

- Work-related use of media and social media; and
- Personal use of social media where there is a sufficient connection to employment, including where conduct may:
 - Identify the individual as an employee;
 - Impact the Company's reputation, operations, customers, or employees; or
 - Affect an employee's ability to perform their role.

3. Principles

LSH Group Australia requires that all external communications:

- Are accurate and not misleading.
- Protect confidential and commercially sensitive information.
- Comply with applicable laws (including privacy, defamation, and intellectual property laws).
- Do not create a foreseeable risk of harm to the Company's reputation, employees, or stakeholders.

Nothing in this policy is intended to unreasonably restrict lawful employee rights, including the right to engage in protected industrial activity or make lawful comments.

4. Media Engagement

4.1 Media Enquiries

All media enquiries must be referred to an authorised spokesperson.

Employees must not provide comment, including informal or "off the record" responses.

Approved response:

"I'm not the appropriate person to comment, but I will arrange for the relevant spokesperson to contact you."



Employees should obtain:

- Name and organisation
- Contact details
- Nature of enquiry
- Deadline

This information must be promptly escalated to management.

4.2 Authorised Spokespersons

Only authorised spokespersons may:

- Provide official statements
- Participate in interviews
- Release information on behalf of the Company

Unauthorised media engagement may result in disciplinary action where appropriate.

4.3 External Requests and Brand Use

Requests from external parties to use Company branding, information, or materials must be approved prior to release.

Employees must:

- Refer requests to their Manager; and
- Ensure approval is obtained from the Managing Director or delegated authority

No employee is authorised to release Company materials externally without approval.

5. Social Media Use

5.1 Personal Use and Connection to Employment

Employees may use social media in a personal capacity.

However, obligations under this policy apply where there is a relevant connection to employment, including where:

- The employee identifies, or can reasonably be identified, as working for LSH Group Australia;
- The content relates to the Company, its employees, customers, or stakeholders; or
- The conduct may reasonably be expected to impact workplace relationships, safety, or the Company's reputation.

5.2 Acceptable Use

Employees are expected to:

- Act respectfully and responsibly
- Share only approved Company content where referencing work-related matters
- Make it clear that personal views are their own, where appropriate



5.3 Confidentiality and Privacy

Employees must not disclose or share:

- Confidential or commercially sensitive information, including:
 - Business operations, financials, strategy, or internal communications.
 - Unreleased products, vehicles, or campaigns.
- Personal or sensitive information, including:
 - Customer information.
 - Employee information.
 - Any information protected under privacy laws.

Photos, videos, or recordings taken in the workplace must not be shared externally without approval.

5.4 Intellectual Property (IP)

Employees must:

- Respect the Company's intellectual property, including branding, logos, images, and marketing materials.
- Not use or reproduce Company IP without authorization.
- Comply with copyright laws when posting third-party content.

5.5 Appropriate Conduct

Employees must not engage in conduct on social media that:

- Is unlawful, including defamatory, discriminatory, harassing, or misleading conduct.
- Creates a real risk of serious damage to:
 - The Company's reputation
 - Relationships with customers, suppliers, or colleagues
 - Workplace safety or trust
- Misrepresents the Company or implies they are speaking on behalf of the Company without authorization.
- Discloses confidential information or breaches privacy obligations.
- Is incompatible with the employee's role or duties, particularly where trust, integrity, or professionalism are inherent requirements.

5.6 Guidance on Online Activity

Employees should be aware that:

- Online content may be permanent and widely accessible.
- Privacy settings do not guarantee confidentiality.
- Content may be shared or taken out of context.
- Anonymous activity may still be identifiable.

Employees are expected to exercise reasonable judgment before posting.

6. Escalation and Reporting

Employees must:

- Escalate media enquiries immediately in accordance with this policy.
- Report any suspected breaches of this policy or inappropriate online content involving the Company.



Where uncertain, employees should seek guidance from their Manager or Human Resources before posting or responding.

7. Breach of Policy

Breaches of this policy will be assessed on a case-by-case basis, taking into account:

- The nature and seriousness of the conduct.
- The connection to employment.
- The actual or potential impact on the Company.

Disciplinary action may be taken where appropriate, up to and including termination of employment.

8. Policy Status

This Policy does not form part of any employee's contract of employment. It is a lawful and reasonable direction of the Company with which compliance is required. Any statement in this Policy about what the Company will or will not do does not create a legally binding obligation on the Company.

This Policy may be amended from time to time to reflect changes in legislation, regulatory requirements or organisational needs.