

What this topic is about:

- This policy sets the standards and rules for team members' use of social media to limit the risk of damage to the Bunnings brand, reputation, and its team
 - Its purpose is to ensure Bunnings team members understand their roles and responsibilities when using social media.
- Bunnings recognises that social media and other forms of online communication are a popular way for team members to engage with friends, family, and people with similar interests
- We respect the rights of our team members to use social media to create, share, use and react to content
- It is important for team members to recognise that when they post or share information online that either references Bunnings or where they can be identified as being a team member of Bunnings, it has the potential to damage the Bunnings brand and may impact their own future opportunities

The business rules for this are:

This policy applies during and outside of work hours and to online activities whether performed on a business or personal device. Its coverage includes but is not limited to the following platforms/sites:

- Social networking/media sites such as Facebook, Google, Instagram, Reddit, Snapchat, TikTok, and Twitter
- Business networking media sites such as Workplace, Workplace Chat, and LinkedIn
- Video and image network sites such as Pinterest, Instagram, and YouTube
- Blogs, forums and discussion boards, including the Bunnings Workshop community and comments sections in online news

This policy does **not** discourage team members from using social media to post about Bunnings. Bunnings understands that many team members enjoy sharing content to social media. Some examples of content related to Bunnings that are encouraged include:

- Creating content celebrating your team's culture or team member achievements
- Sharing content about community events such as sausage sizzles or other hands-on activities
- Sharing content from community groups
- Sharing a link to a job ad for Bunnings
- Content approved by the External Communications team

Team members may post about Bunnings on social media provided that:

- The content is aligned with Bunnings' culture, Vision and Values, and all other Bunnings Group policies are adhered to, including the Respectful Workplace policy, Privacy policy, Reds, and Safety and Wellness policies
- There is no hate speech or symbolism, sexually explicit, suggestive, or otherwise offensive material contained in your posts
- There are no negative comments, videos and/or images about a customer, team member, leader, or business decisions. Any feedback around individuals, incidents or business activities should be provided through our official feedback channels
- All other people featured in the content have provided permission
- Content is not created at the expense of customer service or other work responsibilities
- You do not create pages, groups or similar on any social media platform that may be interpreted as being an official Bunnings page
- You do not review Bunnings products or services or those of our competitors. Reviews published by team members relating to Bunnings or our competitors on product review websites, the Bunnings website or those of our competitors [may be in breach of consumer law](#).

Bunnings

- You do not share non-public information about Bunnings as laid out in the [Information management policy 3360](#), or use the Bunnings trademark or logo.

If there is any content that identifies you as a Bunnings team member on your social media channels, all other content on your social channels can reflect on Bunnings and therefore the above rules apply.

Representing Bunnings online

It is Bunnings' policy that only authorised team members may speak on behalf of Bunnings in any online environment. This includes responding to questions about Bunnings' business practices or policies. Speak with your leadership team if you have any questions or are unsure about this.

Other considerations

The following guidelines also apply to any online activities where you refer to Bunnings:

Be conscious when mixing your business and personal lives

Bunnings respects your right to free speech, but you must remember that team members, leaders and customers will often have access to what you post – whether you intend it or not.

Be conscious that online, your personal and business personas are likely to intersect. If there is any post that identifies you as a Bunnings team member on your social channels, any past or future post not related to Bunnings can be linked back to your employment and reflect on the brand.

Be a scout for compliments or criticism

Even if you aren't an official spokesperson for Bunnings, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about Bunnings that you believe are important, do not enter into these discussions, instead forward them to socialmedia@bunnings.com.au or speak to your leadership team. Remember that only authorised team members may speak on behalf of Bunnings in any online environment.

Know that social media commentary is public and permanent

Everything you post is public and once information is posted online, it is essentially part of a permanent record, even if you delete it later or attempt to make it anonymous. There is always a risk that your posts can reappear or be traced at any time.

You may be found to have breached this policy even if you have deleted a post or posted on a private or anonymous account that can be linked back to Bunnings.

It is recommended for you to review your social media profile's privacy settings to ensure your content is only viewed by the audience you want to see it.

Bunnings Workshop community

Bunnings Workshop is a friendly online community for sharing home improvement projects and asking D.I.Y. and gardening questions. We encourage all customers across Australia and New Zealand to join so they can learn, share ideas, and get inspiration. Bunnings encourages team members to also register and participate as individuals to share their personal projects, expert advice and product knowledge.

Our social media policy for team members applies to the Workshop community. Other rules for team members engaging in the Bunnings Workshop community include:

- Team members do not post photos or videos to Workshop in their Reds
- If team members recommends a product or service, they should let the Workshop community know they are a Bunnings team member. For example, 'Hi, I work at Bunnings and I would recommend product X for this' or 'As a Bunnings team member, I would recommend product Y for this project'.
 - Product recommendations on Workshop should be based on your personal experiences and expertise. Remember to consider consumer law when recommending products online.
- Only authorised team members are to respond to complaints about Bunnings or customer feedback.

Workplace

Workplace is an online communication tool for team members to interact with each other across the business and receive important business information. team members are encouraged to use Workplace to share their wins, achievements, ideas, and suggestions.

Workplace Chat is a messaging platform for one-to-one or one-to-many communication between team members.

Bunnings

The social media policy, and all other Bunnings' policies and procedures, apply to your use of Workplace and Workplace Chat.

Breaches of policy

It is every team member's responsibility to read and understand this policy. Team member misuse of social media can have serious consequences. A failure to adhere to this policy may result in disciplinary action that can range from warnings up to termination of employment.

Keep in mind...

- Anything you post that can potentially damage Bunnings' brand or reputation will ultimately be your responsibility
- It can be difficult to convey intent or tone of voice in a social media setting. Please consider that while your posts or comments may have good intentions, there is always the possibility that they can be misconstrued and reflect poorly on yourself and the brand
- Consider which channel your content is appropriate for; ask yourself if it is more suitable for Workplace
- Please contact your store leadership team or socialmedia@bunnings.com.au if you have any questions regarding this policy

Where to find this topic About Bunnings > Policies and resources: Bunnings group policies > Human Resources Store policies and resources > Media Relations	
This topic applies to: All team members	Forms or other documents you may need: Link to Bunnings website Privacy policy Link to Reds uniforms policies Link to Safety and Wellness policies
And is actioned At all times	These topics are relevant to this process: Acceptable use policy 3349 Information management policy 3360 Media guidelines 2129 Respectful workplace policy 1356