

## SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

The objective of the Kestrel Recruitment Social Media Policy is to protect the reputation of Kestrel Recruitment, Host Employers and Employees, including apprentices and trainees, in online social environments. These guidelines outline what should be followed by employees in order to ensure the principles of integrity, professionalism, privacy, and impartiality are observed when posting online. These guidelines apply to the professional use of social media on behalf of Kestrel Recruitment and the personal use of social media when mentioning any businesses within the IntoWork Group, its partners, employees, clients, or business interests.

Social media is defined as online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration. It includes, but is not limited to, forums & discussion boards, blogs & microblogs, social networks, social bookmarking, social curation, video & photo-sharing sites, VOD & podcasting, multiplayer gaming platforms, instant messaging, geo-spatial tagging, and wikis.

1. **Public vs Private:** Many items published in social media are publicly accessible, and it is difficult to guarantee that sites are fully private. As such, before you post anything, be mindful that what you post can be read by anyone, anywhere, and at any time. Always exercise good judgment when posting and be aware that inappropriate conduct can negatively affect Kestrel Recruitment, yourself, and others.

Only employees authorized by the Kestrel Recruitment Business Leader are permitted to engage in social media as a representative of Kestrel Recruitment. Authorized employees should use their own identity or an approved official account or avatar. Authorized employees must not use the identity or likeness of another employee.

2. **Be transparent:** You should be open, honest, and transparent about who you are, your views, and ensure that what you post is not misleading or deceptive. Additionally, what you post should not be false or make misleading representations, such as false claims or testimonials.
3. **Be accurate:** Any posts made should be accurate and factual. If you make a mistake, it is okay as long as it is corrected promptly.
4. **Be professional:** Always act in a professional and constructive manner and use sound judgment before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated.

Also show proper consideration for other people's privacy. Written consent should be sought before referring to or posting images of current or former employees, contractors, partners, clients, or suppliers. For children under 18 years of age, written parental consent must be received.

5. **Be fair and respectful:** Never post malicious, misleading, or unfair content about Kestrel Recruitment, its employees, partners, clients, or business interests.
  - a. DO NOT post content that is obscene, defamatory, threatening, or discriminatory to an individual, brand, or entity.
  - b. DO NOT post comments that you would not say directly to another person, and consider how other people might react before you post.
  - c. Be authentic, constructive, and respectful.
6. **Be aware of confidentiality:** Only reference information that is publicly available. Do not disclose any information that is confidential or proprietary to Kestrel Recruitment, employees, clients, business interests, or any third party that has confidentially disclosed information to you.

Non-compliance with this policy may damage Kestrel Recruitment's reputation and/or cause Kestrel Recruitment and/or its partners and clients to be prejudiced and suffer damages and/or losses.

Those who fail to comply with these guidelines may face disciplinary action and termination of their employment.