SOCIAL MEDIA POLICY

1.0. SCOPE

This Social Media Policy applies to all employees and contractors of Glad Group.

Glad Group, comprising of:

- **Glad Group Pty Ltd** | ABN 62 092 928 115
- **Glad Cleaning Service Pty Ltd** | ABN 43 054 617 891
- Glad Security Pty Ltd trading as **Glad Group Services** | ABN 99 122 097 590
- **Glad Maintenance Pty Ltd** | ABN 85 127 522 481
- **Auxus Pty Ltd** | 12 655 147 292
- Stratium Global Pty Ltd trading as **Unifyd Technology** | 86 923 901 715

2.0. SUMMARY

- You must have approval from a member of the Marketing Team or the CEO before you are permitted to represent Glad on social media channels;
- Ensure that any approved posts will not tarnish you own or Glad's reputation;
- Ensure that content is accurate, respectful and mindful of confidentiality;
- Social media usage may be monitored;
- Failure to comply with this policy will be subject to appropriate action and may lead to termination.

3.0. SOCIAL MEDIA APPLICATIONS

Social Media Applications include, but are not limited to:

a. Social networking sites, video and photo sharing websites and micro-blogging sites, such as Facebook, LinkedIn, Instagram, Pinterest, Snapchat, YouTube, Flickr, PhotoBucket, TikTok, X (Twitter);

b. Blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;

c. Forums and discussion boards

d. Online Encyclopedias such as Wikipedia;

e. Any other web sites that allow individual users or companies to use simple publishing tools.

Social media applications are not limited to websites and this policy applies to any other electronic application (such as mobile phone based, or handheld/PDA device based applications) which provides for the sharing of information to user groups or the public at large.

Online communications may include posting or publishing information via social media applications, uploading and/or sharing photos or images, direct messaging, status updates or any other form of interaction and/or communication facilitated by social media.

Glad embraces social media as an important tool for stakeholder engagement. While Glad accepts and values the role social media plays in society, it is necessary for guidelines to be

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developed to ensure that all employees and contractors of Glad use these networks in a manner which does not pose a risk to the operations, reputation or culture of Glad.

Glad employees and contractors must take care to clarify whom they are representing when using social media. They must take responsibility for the accuracy and appropriateness of what they say in any social media communications which involve Glad or Glad related activities, or from which communications Glad could be reasonably identified.

4.0. SOCIAL MEDIA FOR BUSINESS PURPOSES

You must have approval from a member of the marketing team or the Chief Executive Officer before you are permitted to represent Glad on social media channels by communicating ('posting') on social media sites on Glad's behalf.

5.0. SOCIAL MEDIA FOR PERSONAL USE

Glad acknowledges that, generally, activities carried on outside of your employment are your own affair. However, social media activities that impact on or affect your job performance, the performance of others, Glad's business interests or reputation or those of its customers and clients will be regarded as damaging to Glad and no longer a personal matter. Disciplinary action may be taken as necessary. A general rule of thumb is 'If in doubt, don't'.

6.0. GUIDELINES AND RESPONSIBILITIES

The following guidelines have been developed to assist our employees on how to responsibly utilise social media when representing the Glad brand. These guidelines are also good practical guidelines for personal use of social media.

1) **Post responsibly –** Your posts are your own responsibility, so before you click the post button ensure that whatever you post is not in any way disparaging or unfavourable about any other Glad employee, contractor, supplier, client or competitor and it would not tarnish your own or Glad's reputation.
2) **Post accurately** – Ensure that all content you post on social media is accurate and complies with Glad's policies. Ensure that you are not misrepresenting facts and figures about Glad or any other employee, contractor, supplier, client or competitor.
3) **Be respectful** – Treat people online as you would treat them in real life. Be kind and courteous, never rude or aggressive. If you have a gripe or are unhappy with Glad or any coworker or situation, please follow the proper channels i.e. People & Culture/HR department or via our anonymous Whistleblower hotline. Do not air your grievances in a public post.
4) **Be mindful of confidentiality** – Never post confidential company information. If unsure, always consult the legal or marketing department for advice and approval before publishing.
5) **If unsure ask –** If unsure about whether to publish something, seek advice and approval from the marketing department.

Glad encourages all employees and contractors to undertake their dealings on social media respectfully and courteously. Behaviour that may be considered inappropriate includes but is not limited to:

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a. Use of social media applications to bully, harass, discriminate, against or vilify anyone;
b. Use of social media applications as a forum to publicise or vent about workplace disputes;
c. Any behaviour or social media content that breaches Glad Code of Conduct or other Glad Policies and Procedures;
d. Posting any comment whatsoever about Glad or its employees, customers, stakeholders or competitors unless express permission has been granted by the General Manager, Marketing.

Social media usage may be monitored. Failure to comply with this policy will be subject to appropriate action and may lead to termination. Please remember, if you are not sure, check first!

For further information on this policy, please contact marketing@gladgroup.com.au



Steve Iloski

Chief Executive Officer

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