

**nhulunbuy** corporation

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**EXTERNAL COMMUNICATIONS  
(MEDIA)  
POLICY - CO15**

<b>Title</b>	<b>External Communication (Media) Policy</b>
<b>Policy number</b>	CO15
<b>Type</b>	Community
<b>Owner</b>	Chief Executive Officer
<b>Responsible Officer</b>	Chief Executive Officer
<b>Approval date</b>	August 2020
<b>Next review date</b>	August 2022

## 1. Purpose

The Nhulunbuy Corporation measures the effectiveness of media communication by its ability to positively influence the media in critical situations that are important to the organisation.

The way the Nhulunbuy Corporation and its operations are portrayed in the media has a direct impact on our reputation. Unauthorised comment to media could be open to misinterpretation, provide inaccurate information about the company or damage its reputation and shareholder value.

The aim of this procedure is to ensure all employees understand the correct approach when dealing with media on matters relating to the Nhulunbuy Corporation and understand that media comment should only be made by people authorised to do so.

## 2. Scope

This policy applies to all employees, and those working on behalf of the Nhulunbuy Corporation, which includes contractors, town board members and Board of Directors.

## 3. Definitions

**Nhulunbuy Corporation** means the Nhulunbuy Corporation Limited.

**CEO** means Chief Executive Officer of the Nhulunbuy Corporation

**Media** includes all print, digital and social media.

Examples of print and digital media include metropolitan and regional television, radio and print publications, (including newspapers, trade magazines, etc) and web-based media (websites, wire services, blogs, newsletters, research groups).

**Social media** includes Facebook, Twitter, LinkedIn or other social media platforms.

## 4. Media Enquires

All approaches by the media should be referred to the CEO. From there, depending on the level of media the CEO will manage the enquiry, including notification and consultation with the Board of Directors and Rio Tinto Media team as required.

Enquires can include request for comment, site tours, filming or photography.

## 5. Authorisation to Speak to Media

Only designated media spokespeople are authorised to speak to the media without prior approval. Spokespersons are authorised to speak to the media and to approve media responses, which are issued by the CEO.

The nominated spokesperson will alter. Spokespersons may nominate other employees where a matter is of a technical or specialist nature. It is good practice to have only one nominated spokesperson for any particular matter.

The nominated spokespersons are:

Audience	Responsibility/Consult	Spokesperson / Publisher
Media Releases	Chairperson – Board of Directors Chief Executive Officer	Chief Executive Officer, including notification and consultation with the Board of Directors and Rio Tinto Media as required.
Social Media	Chief Executive Officer Manager – Strategic Infrastructure Community Engagement Facilitator	Community Engagement Facilitator Executive Assistant

Nhulunbuy Corporation employees are not authorised to communicate with the media about business issues (on or off the record) without prior approval from the CEO. This includes comments on social media sites such as Twitter or Facebook.

## 6. Filming and Photography

Media are not permitted to record or take photos in our offices or operations, unless it is organised in advance and approved by the CEO of the Nhulunbuy Corporation. Any filming or photography requests must be made directly to the Nhulunbuy Corporations CEO.

## 7. Speeches and Presentations

On occasion, employees will be required to deliver a speech or presentation at a conference or industry event, to help promote the business and demonstrate our role as leaders in the municipal services sector and/or broader community.

We want to ensure a coordinated and structured approach towards these events so the presenter can maximise the opportunity and leave any audience with the best impression of the Nhulunbuy Corporation, our people and the work we do locally and regionally. The CEO should be consulted before any commitment is made to deliver speeches and presentations to external audiences that may attract media interest.

That way, it can be assessed as to the likely level of media interest and training and/or media which may be provided if required.

## **8. Social Media**

For the Nhulunbuy Corporation, social media offers an opportunity to build engagement with our stakeholders. It is instantaneous, helping disseminate messages quickly through community. However, we must remember wrong messages can spread just as fast.

We are all potential advocates of the Nhulunbuy Corporation. Social media can amplify that effect. What you post can have consequences for you and the Nhulunbuy Corporation. If people know, or think you work for the Nhulunbuy Corporation what you say or do could have an effect on the reputation of our company. The Nhulunbuy Corporation monitors social media content in the public domain that relates to the business.

## **9. Facebook**

Nhulunbuy Corporation utilises a Facebook profile as part of its suite of external communication tools. This profile is managed by the CEO, the Community Engagement Facilitator and the Executive Assistant.

All posts and comments made by the Nhulunbuy Corporation employees and those working on behalf of the Nhulunbuy Corporation, on the Nhulunbuy Corporations Facebook page are considered to represent the business.

The democratic nature of Facebook means that potentially everyone is a representative of the Nhulunbuy Corporation.

We split this into two categories:

1. Employees ( contractors and others) representing the Nhulunbuy Corporation in social media in an official capacity
2. Employees, contractors and others representing themselves in their own personal use of social media, but making comment about the Nhulunbuy Corporation, its associated entities and its contracting partners

Only approved personnel within the business are to represent the business in an official capacity on its social media channels.

If you are representing yourself on Facebook but making comment about the Nhulunbuy Corporation, make sure you are adding quality and value to any conversation. Below are some tips:

- If comments about the Nhulunbuy Corporation or a matter that relates to the business are not made on official Nhulunbuy Corporation social media accounts (or related entity accounts), make it clear that it's your opinion and that you are not speaking on behalf of the Nhulunbuy Corporation
- Remember that even if you don't mention the Nhulunbuy Corporation you may still give the perception you are representing the company

- Rio Tinto Gove Operations is the parent entity of the Nhulunbuy Corporation. Social media commentary on Rio Tinto Gove Operations can have a direct reflection on the Nhulunbuy Corporation.
- Protect the Nhulunbuy Corporation's confidential information. Ask yourself if the information you are posting is already in the public domain and assume it is confidential unless you confirm otherwise
- Respect the opinions of others and make responses factual, not personal or emotional
- Online, it can sometimes be difficult to determine where our professional and private lives diverge. It's important to understand that your social media activity can impact the Nhulunbuy Corporation, at work and at home
- Respect the privacy of colleagues, customers, partners and communities. Do not identify individuals or give information about them on social media unless you have their consent

## 10. Related Corporate Documents

- Code of Conduct
- Information, Communication, Technology use Policy (HR17)

## 11. Review process

This policy will be reviewed two years from the date of adoption.

<b>Date</b> 01 September 2020	<b>Director (Name)</b> Sophie Szytkarski	<b>Signature</b> <i>Sophie Szytkarski</i>
<b>Chief Executive Officer (Name)</b> Allison Mills		<b>Signature</b> <i>Alli Mills</i>