

Pilbara Ports Authority (PPA) utilises social media to deliver regular, engaging, and proactive content about its operations to stakeholders, which has resulted in increased engagement with both PPA staff and external stakeholders.

PPA social media activity is managed by the Corporate and Government Affairs team following approval by the CEO. All social media accounts are clearly identified as official accounts of PPA.

PPA has had social media accounts in place since late 2014. As at 31 May 2022, PPA maintains the following social media presence:

- LinkedIn company page ([linkedin.com/company/pilbara-ports-authority/](https://www.linkedin.com/company/pilbara-ports-authority/));
- Facebook Page for the Spoilbank Marina project ([facebook.com/ SpoilbankMarina](https://www.facebook.com/SpoilbankMarina));
- Twitter corporate account ([twitter.com/PilbaraPorts](https://twitter.com/PilbaraPorts)); and
- YouTube account for hosting corporate videos ([youtube.com/PilbaraPorts](https://www.youtube.com/PilbaraPorts)).

All PPA employees and Board Members using social media must apply the same principles to, and obtain the same PPA approvals for, their online comments as they would for any other kind of public comment. This applies when using social media in an authorised capacity or when using it privately where you may be identified as being associated with the PPA.

PPA employees and Board Members must:

- not speak on behalf of PPA or in a way that might appear to be on behalf of PPA unless authorised to do so;
- meet their obligations under the PPA Code of Ethics and Conduct and the WA Public Sector Code of Ethics;
- ensure that any social media use is consistent with PPA's Social Media Guidelines and all other relevant PPA policies;
- meet their obligations under all applicable legislation; and
- ensure that any social media use does not adversely affect their standing or effectiveness as an employee of PPA or bring PPA into disrepute.

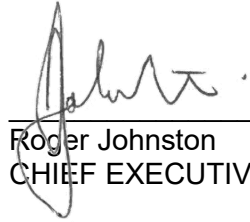
Without limiting the above, PPA employees and Board Members are prohibited from using social media tools to:

- disclose confidential or commercially sensitive information;
- make defamatory statements;
- bully, harass, unlawfully discriminate against or vilify PPA employees or other work associates;
- publicise or comment on workplace disputes.

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This Policy applies to PPA's Board and all PPA employees and people engaged by, and subject to, the direction of PPA.

The General Manager Corporate Affairs and Governance has overall responsibility for the implementation of this Policy.



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Roger Johnston  
CHIEF EXECUTIVE OFFICER

Date approved: 26 July 2022



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Brad Geatches  
CHAIR