



THINKERS · MAKERS · DOERS

Welcome



Social Media Global Policy

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Introduction

At Treasury Wine Estates (TWE), we understand that social media is a big part of our lives and as our biggest advocates, we want to help you feel comfortable using social media. Social media tools can also help us engage and share with others more easily and accordingly can also create potential business opportunities for TWE.

This policy provides you with guidance on using social media so that you can participate with confidence, engage appropriately, and support our business and brands when online.

This policy covers all external social media platforms including but not limited to Facebook, Twitter, Snapchat, YouTube, LinkedIn, Glassdoor, Instagram, WeChat, Weibo, Yammer, Chatter and sites where comments and reviews are published such as TripAdvisor, news sites, Pinterest, Wikipedia and industry forums and blogs. This policy also covers all internal social media platforms including but not limited to Workplace and Yammer.

It is important to remember that this policy applies when posting to social media sites in your personal lives and also in your role as a TWE employee. You are encouraged to use social media to promote TWE and our brands and there's a few golden rules to remember.



10 Golden Rules

1. Be aware that your online presence has the potential to reach far and wide, especially if your post is reshared! And it goes further than just what you post. It can include your personal profile, images and topics you share, or pages you “like” or “follow”.
2. Think before you post. Know your audience and make sure your use appropriate tone and language. Readers can only assess your tone by your words and how you present them so consider how you will come across when you post (e.g. all CAPS, grammar).
3. Be thoughtful and respectful. Use common sense and don't post or depict socially inappropriate messages or behaviour (such as irresponsible consumption) that may offend others, including our customers and suppliers. Use #drinkwise when posting content related to our products.
4. Avoid comments about a specific competitor and focus on broader industry trends. Make sure that what you say is factual and that it does not disparage any competitors or persons.
5. Don't misrepresent our products or services and stick to the facts. Your views are your own and unless you have been authorised to be a TWE spokesperson, don't imply that TWE endorses your personal views.
6. If you read something that concerns you or that is disparaging to TWE products, suppliers, or customers, report the conversation to a subject matter expert (e.g. Corporate Communications, Legal or Marketing).
7. The usual disclosure rules apply – that means not disclosing confidential or market sensitive information obtained through work.
8. Avoid identifying and discussing others – including customers, suppliers, friends and coworkers unless you have their permission.
9. Always check before using materials which are not your own or TWE's (such as text, branding, images etc) to ensure you have the appropriate rights to do so.
- 3 10. Obtain permission before posting pictures of others and be careful not to share others' personal information.

New platforms

Social media platforms are constantly developing, which presents new opportunities for marketing our brands. If you want to set up a new social networking site that relates to TWE or our brands, you must have approval by the relevant TWE contact (e.g. Facebook brand sites, Instagram profiles, WeChat).

This rule also applies to using official TWE logos or trademarks to set up new social media accounts. where prior approval from Corporate Affairs is always required. Email corporate.communications@tweglobal.com

We also have our own TWE corporate and product social media channels which you are welcome to follow and interact with. If you have any questions about these channels, please contact Corporate Communications (TWE social media) or the relevant Brand team (product social media).



Understand our policies that help to protect you, and TWE

You must not share financial information, business plans, information about future performance, or any information that is considered proprietary or confidential, including legal information, intellectual property, logos or trademarks. If in doubt about whether something is confidential, check with your manager before you post.

Our [Code of Conduct](#) helps you to understand the behaviour TWE expects from all team members and should be reviewed before you post about TWE or our partners. And of course, it's our [TWE DNA](#) that guides how we do things, so make sure you're across that as well.

Our Disclosure Policy applies equally in social media conversations as it does in the physical world. Responsible drinking marketing practices also apply in the online sphere – adhere to the same guidelines and use common sense and always use the #drinkwise hashtag if you've been provided with permission to promote our brands as part of our Vinfluencer program.

You must also make sure that your online activities do not interfere with your role at TWE. Most social networking, blogging and related online activities should take place on personal time, unless required by your job. Under TWE's Information security policy, TWE may also monitor your computer or mobile device use.

And remember – a breach of this policy can result in disciplinary action, including termination of employment, so make sure you fully understand your obligations.



For more information or questions regarding the policy:

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Corporate Communications	Melissa O'Neill	+61 467 555 175
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Policy History

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TWE reserves the right to amend, cancel or extend policies. All policies filed to the TWE Vintranet are current. If you are referring to a hard copy, please ensure that it is the most recent version.