



Social Media Policy

Last Updated: 27 December 2025

1. Purpose

TRUTH HUBS LTD (ABN: 88 687 699 627) recognizes that social media is a powerful tool for community connection and information sharing. This policy ensures that our use of social media aligns with our core values of Truth, Connection, and Respect.

2. Scope

This policy applies to all employees, contractors, and representatives of TRUTH HUBS LTD. It covers:

- **Official Company Accounts:** Facebook, LinkedIn, Instagram, or any digital "Hub" forums.
- **Personal Social Media Use:** Where an individual's posts can be linked to the Company or impact our reputation.

3. Official Company Posting

Only authorized personnel may post on behalf of TRUTH HUBS LTD. When posting officially:

- **Accuracy:** Ensure all facts, data, and regional updates are verified. We are "Truth Hubs"—we do not post rumors or unverified information.
- **Cultural Sensitivity:** Be mindful of First Nations protocols. Do not post photos of community members or sacred sites without express written permission.
- **Tone:** Maintain a professional, helpful, and community-focused tone.
- **Confidentiality:** Never post sensitive project data, client details, or "behind-the-scenes" information that hasn't been cleared for public release.

4. Personal Social Media Use

We respect our team's right to use personal social media. However, if you are identified as a TRUTH HUBS representative (e.g., in your bio or by wearing company branded clothing in photos), you must:



- **Clarify Your Views:** Use disclaimers like "Opinions are my own" if discussing industry-related topics.
- **Avoid Defamation:** Do not post negative comments about clients, competitors, or community partners.
- **Protect the Brand:** Do not engage in online "trolling" or heated arguments that could reflect poorly on the Company's integrity.
- **Uphold the Code of Conduct:** Harassment, bullying, or discriminatory language on personal accounts is a breach of your employment agreement.

5. Interaction with the Community

When community members comment on our platforms:

- **Engagement:** Respond politely and promptly to inquiries.
- **Moderation:** We reserve the right to remove comments that are offensive, defamatory, or "spam."
- **Dispute Resolution:** If a user is unhappy, do not engage in a public argument. Move the conversation to email (info@truthhubs.live) or a private message.

6. Privacy & Security

- Never post photos of local workers or community events without a signed media release form.
- Be cautious of "checking in" to precise remote locations if it poses a security risk to company assets or personnel.

7. Breach of Policy

Failure to comply with this policy may result in disciplinary action, up to and including termination of employment or contract. TRUTH HUBS LTD reserves the right to request the removal of posts that are deemed harmful to the Company's reputation.