

Confidential



Stakeholder Management & Communications Policy Document

Social Media Policy

Effective Date: (2023/24 FY)

**Policy Owner: Stakeholder Management &
Communications Policy**

Document Classification:

Confidential

© GEPF 2023

Table of Contents

Document Versions.....	3
Document Reference Library.....	3
Business Areas Impacted By This Policy.....	3
Glossary of Terminology.....	4
1. Policy purpose.....	4
2. Policy Statement.....	5
2.1 Policy Audience	5
2.2 Definition of social media	5
2.3 Social Media use within the GEPP	6
2.4 Social media use by Stakeholder Management & Communications.....	7
2.5 Social media use by GEPP employees	9
2.6 Policy implications for GPAA and PIC employees.....	12
2.7 Policy implications for service providers.....	12
3. Related Policies	13
4. Non-compliance with the Policy	13
5. Acceptance of the Social Media Policy	13
6. Policy Review and Evaluation.....	13
7. Interpretation	13
8. Policy Approval.....	14

Document Versions

Version	Revision Date	Prepared / Revised by	Business Unit	Status
v.1	Every three years	Sonke Dandala	Stakeholder Management & Communications	Draft
	Every three years	Emmanuel Lekgau	Legal & Compliance	

Document Reference Library

Document File Name	Context and Relevance
The Constitution of the Republic of South Africa, 1996	The supreme law of the Republic; law or conduct inconsistent with it is invalid, and the obligations imposed by it must be fulfilled.
GEP Law	Founding legislation for the Government Employees Pension Fund Government Employees Pension law, 1996, Proclamation 21
GEPP Media Policy	Guidelines for GEPP interaction with the media
GEPP Intellectual Property Policy	Guidelines on what constitutes intellectual property
GEPP HCM Policies	Guidelines for employee behaviour and conduct
GEPP ICT Policies	Guidelines for utilising GEPP ICT infrastructure
GEPP Corporate Identity Guidelines	Guidelines for correct use of GEPP logo and brand assets
Ethics Manual	Sets out the GEPP's values, what they mean in practice and to guide employees in all decisions and actions

Business Areas Impacted By This Policy

Name Business Unit/ Area	Context and Relevance
GEPP Employees	General conduct on social media for GEPP employees
GPAA& PIC	General conduct on social media for GPAA & PIC when using the GEPP brand name
GEPP Service Providers	General conduct on social media for GEPP service providers when using the GEPP brand name

Glossary of Terminology

Abbreviation/Terminology	Description
GEPF	Government Employees Pension Fund
EXCO	Executive Committee of the GEPF
GPAA	Government Pensions Administration Agency
PIC	Public Investment Corporation
HCM	Human Capital Management
ICT	Information and Communications Technology
Facebook	Text, image, video and audio sharing social networking site
Twitter	Short text, image, video and audio sharing social networking site
YouTube	Online video-sharing platform
LinkedIn	Professional networking site
WhatsApp	Instant messaging application
Instagram	Photo and video sharing social networking site
Tiktok	Video sharing social networking site
Tagging	To engage an individual, business or any entity with a social profile when mentioning them in a post or comment.
Administrator	Holds social media site page access details
BA-C	Benefits and Administration Committee

1. Policy purpose

The purpose of this policy is to guide and regulate the use of social media communication at the Government Employees Pension Fund (GEPF) with the objective of building and protecting the integrity, image and the online and social media reputation of the GEPF.

The policy affects all general social media use by GEPF employees as well as social media use when specifically engaging about the GEPF by intermediaries such as the Public Investment Corporation (PIC) and the Government Pensions Administration Agency (GPAA) and GEPF service providers (including their employees). Strict adherence to the policy will help to avoid the dissemination of incorrect information, stakeholders' expression of uninformed views and online reputational damage for the GEPF.

The policy also helps facilitate the flow of information between the GEPF, audiences on its social media platforms and all other relevant stakeholders, while ensuring that the GEPF is appropriately positioned and positively represented on social media at all times.

2. Policy Statement

The objectives of this policy are to:

- a) Govern general social media usage by all GEPF employees as well as govern social media use by intermediaries and service providers when specifically using the GEPF brand name
- b) Provide a standard for personal responsibility for those who work for and are associated with the GEPF when engaging on social media
- c) Provide guidance in best-practice use of social media
- d) Enhance the secure use of social media technology to enhance GEPF communication

This policy does not supersede the existing GEPF's Corporate Services policies including those for human capital management, information and communications technology, internet, email policies and media policy, which set out appropriate conduct and behaviour for GEPF employees. In the event that a conflict is determined to exist between the social media policy and the GEPF policies mentioned, the listed policies will be deemed to be superior to the social media policy.

2.1 Policy Audience

This policy is applicable to and enforceable against:

- a) All GEPF employees without exception (including contract employees)
- b) All PIC and GPAA employees (including contract employees and service providers)
- c) All GEPF service providers (including their employees).

Adherence to this policy will be incorporated into the standing service level agreements (SLAs) and other agreements entered into with all service providers including the PIC and GPAA.

2.2 Definition of social media

Social media is defined as all forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos, photo's, biogs, podcasts, web, journal, message boards).

A list of well-known social media platforms is provided below for reference. However, the list is not exhaustive. The policy applies to the use of these social media platforms and any other similar platforms that are not be listed, by GEPF employees, intermediaries and service providers when using the GEPF brand name:

- Facebook
- Twitter
- YouTube
- LinkedIn
- WhatsApp
- Instagram
- Tiktok

2.3 Social Media use within the GEPF

The Stakeholder Management and Communications Department (The Department) holds the responsibility of conducting all public-facing communications on behalf of the GEPF in line with the media policy and in terms of this social media policy, acts as the official social media information conduit for the organisation. The Department currently manages the following GEPF-branded social media platforms:

- a) Facebook
- b) Twitter
- c) YouTube
- d) LinkedIn

The department has the sole responsibility of conducting any official communications through social media platforms on behalf of the GEPF. No other department or employee within the GEPF or entities associated with the GEPF may utilise social media platforms or open separate GEPF branded social media platforms, pages or profiles without the express permission of the Head: Stakeholder Management and Communications at the GEPF.

Where a department requires assistance in disseminating any communication using social media platforms, such requests must be sent to the Stakeholder Management and Communications Department for the approval of the Head: Stakeholder Management and Communications.

Team members of the GEPF Stakeholder Management and Communications Department have access to the social media profiles and bear the responsibility of posting only officially sanctioned communications subject to the approval of the Head: Stakeholder Management and Communications.

The team members who may post on behalf of the GEPF are:

- 1) Brand Manager (Main Page Administrator of all the social media platforms)
- 2) Communications Administrator
- 3) Communications Manager

2.4 Social media use by Stakeholder Management & Communications

2.4.1 Ensure that information published on-line is accurate and approved by the Head: Stakeholder Management and Communications. Where the Head: Stakeholder Management and Communications deems it necessary, the Principal

Executive Officer (PEO) may be consulted to seek approval of content before it is posted.

- a) In official social media online postings, all reasonable efforts must be made to publish only facts and statements that can be verified and not personal opinions or speculation.
- b) The Brand Manager is required to identify and correct any incorrect information relating to GEPF policy and services.
- c) The public should be referred to the GEPF website, where appropriate, for more detailed information.
- d) Where users ask questions about policy or published information, any comment or response made on matters of policy must be accurate and remain politically neutral, as well as gender, religious, sexual orientation and race sensitive.
- e) All GEPF's corporate social media accounts must adhere to the GEPF brand corporate identity guidelines.

2.4.2 Keep postings legal, ethical and respectful

- a) Before engaging with a specific social media channel ensure understanding of its terms of reference, conventions and etiquette.

- b) The Department may not engage in online communication activities, which could bring the GEPF into disrepute e.g., discriminatory comments based on race, gender, religion, political affiliation/association or sexual orientation amongst others.
- c) Personal details of those engaging or other employees should not be given out, only the official contact details (official cell phone number, office telephone, e-mail or fax) should be provided for reference purposes.

2.4.3 Respect copyright laws

- a) No posting of any third-party material that is protected by copyright laws is allowed unless written permission is obtained, or the material is freely available for public use.
- b) When posting text and/or images, apply the corporate identity of the GEPF.

2.4.4 Social Media Account Ownership

- a) The social media accounts for all platforms using the GEPF brand name are the property of the GEPF.
- b) The Administrator of the platforms will be obliged to provide the Stakeholder Management and Communications Department with the account names and passwords and will not be permitted to personally retain the account should they leave the employ of the GEPF.
- c) The Administrator will not be permitted to change the account name or password, create a similar sounding account or have any ownership of the contacts and connections that the account has gained when they leave the employ of the GEPF.
- d) The administrator accounts must adhere to the password and access policies for password strength and the period of changing the passwords of the GEPF.
- e) The information placed on the social media platforms on behalf of the organisation is owned by the GEPF and will be managed by the Stakeholder Management and Communication Department.

2.5 Social media use by GEPF employees

2.5.1 Using social media in a personal capacity

- a) When it comes to personal use of social media by GEPF employees, it should be noted that the code of conduct of the GEPF should be respected and considered as the guiding principle for any utterances.
- b) The code of conduct allows employees to act in a private capacity to influence public opinion or promote issues of public interest noting point 2.5.1 (a).
- c) Personal use of social media implies that the employees are using social media for personal interest, which has nothing to do with their duties at the GEPF.
- d) All employees should always consider the legal and ethical implications of the content before they post.
- e) Employees should remember that even if they act or speak in a personal capacity, their position as GEPF employees or their association with the GEPF may be known to anyone in the potential audience and may be misunderstood or misrepresented as an official GEPF position.
- f) Social media use should not interfere with an employee's duties at the GEPF.
- g) This policy shall govern the conduct of GEPF employees on social media, irrespective of whether this is done through the GEPF's network or via a private network.
- h) Use of social media networks through the GEPF's network, may be monitored and intercepted in accordance with applicable GEPF ICT policy.
- i) The provisions of this policy apply to original material that is published or posted on social media sites by employees and as well as any material that they re-post or share via any means whatsoever, which then makes them secondary publishers of that information, and therefore liable for such content.
- j) Employees can be held legally responsible for all comments that they post on their personal social media platforms.

- k) Employees cannot be held liable for the posts of people that they are associated with such as family, friends and acquaintances where they have not liked or reposted the content or where they have been tagged without their consent.
- l) When employees participate in events that are shared on social media such as happens with conferences, they must endeavor to clearly indicate on the respective social media platform whether they are participating as representatives of the GEPF thus expressing official GEPF positions or in their personal capacity where their views are not representative of official GEPF positions.
- m) Employees must be aware that the right to freedom of expression and association must be balanced with the obligation to act in the best interest of the GEPF.
- n) Every employee has the right to privacy, which includes the right not to have the privacy of their communications infringed.
- o) Employees must not bring the GEPF into disrepute due to their conduct on social media platforms.
- p) All the GEPF's policies on appropriate company conduct extend to all forms of communication (including social media) both inside and outside the workplace.
- q) Employees are prohibited from airing internal grievances and expressing views and opinions that will discredit the GEPF.
- r) Employees must endeavour to protect their privacy as per the GEPF Privacy Policy.
- s) Employees must not take part in online arguments or disagreements relating to the GEPF or current issues that impact on the reputation of the GEPF.
- t) Employees may not engage in online communication activities, which could bring the GEPF into disrepute like discriminatory comments based on race, gender, religion, political affiliation/association or sexual orientation amongst others.
- u) If contacted by the media about posts on official social media sites, employees must refer all media enquiries to the Stakeholder Management and Communications Department.

- v) If employees come across sensitive posts that may have an impact on the GEPF's reputation, they must refrain from reacting to such postings and must pass the information on to the Stakeholder Management and Communications Department.

2.5.2 Keep GEPF confidential information confidential

- a) GEPF employees may not use personal social media platforms to post any confidential or proprietary information of the GEPF.
- b) They may only use personal social media platforms to share GEPF information, if that information has been officially published and is in the public domain.
- c) Employees must familiarise themselves with the content of any non-disclosure agreement they signed when joining the GEPF, and ensure that all personal social media.
- d) activities are in alignment and compliance with this policy and all other applicable regulations, acts and policies.
- e) Employees must not comment on work-related matters on social media.

2.5.3 Keep personal social media activities distinct from GEPF communication

- a) GEPF logos and other branding symbols may be used in personal social media posts only in adherence to GEPF Corporate Identity (CI) guidelines and subject to approval by the Head: Stakeholder Management and Communication.
- b) Employees may not alter or infringe any of the GEPF CI guidelines when posting GEPF brand assets.
- c) Employees must be mindful should they decide to post images of themselves dressed in GEPF branded paraphernalia by ensuring that the image/s does/do not bring the GEPF into disrepute like posting images of themselves heavily consuming alcohol, heavily inebriated, consuming illegal substances, engaging in illegal activity (e.g., rioting, destroying property etc.) amongst others.

2.5.4 Respect GEPF time and property

- a) GEPF computers, other resources (including stationery and computer consumables) and time at work are reserved for GEPF-related business.
- b) Employees must ensure that their personal online activities do not interfere with their work duties and performance.

2.6 Policy implications for GPAA and PIC employees

- a) No GPAA or PIC employee must respond to any queries through social media on behalf of the GEPF without obtaining prior permission from the GEPF Stakeholder Management and Communications Department.
- b) All social media queries/requests received by GPAA and the PIC which relate to the GEPF must be referred to the GEPF Stakeholder Management and Communications Department. The Department together with the intermediary will decide on the response and who responds.
- c) No GEPF related statements/comments/interviews/articles are to be issued on any social media platform without prior engagement and approval of the GEPF Stakeholder Management and Communications Department.
- d) The GPAA or PIC and their employees may only use official or personal social media platforms to share GEPF information and reference relevant GEPF sources such as the GEPF website or official statements, if that information has been officially published and is in the public domain.

2.7 Policy implications for service providers

- a) No service provider may use the organisation's name on any social media platform to promote their business and/or represent the GEPF in any way without obtaining the consent of the GEPF.
- b) All GEPF service providers must sign and adhere to the GEPF confidentiality policy.
- c) Failure by the organisation or any employee of such an organisation to adhere to the GEPF's confidentiality policy will lead to disciplinary or legal action taken.

3. Related Policies

- GEPF Media Policy
- Intellectual Property Policy
- HCM Policies
- ICT Policies
- GEPF Corporate Identity Guidelines
- Ethics Manual

4. Non-compliance with the Policy

Social media should never be used in a way that breaches any of the GEPF's other existing policies. If a social media post would breach any of the GEPF's policies in another forum, it will also breach them in an online or social media forum.

A breach of this policy may result in disciplinary action being instituted against an employee in terms of the GEPF's disciplinary policy and other related governing prescripts.

5. Acceptance of the Social Media Policy

As part of the employee induction each new employee shall be required to review a copy of this policy and to acknowledge in writing that he/she has reviewed the policy, understands the content and agrees to be bound by it.

6. Policy Review and Evaluation

This policy will be reviewed as and when required, but at least every three years. The Benefits and Administration Committee (B-AC) is responsible for implementing, updating and reviewing this policy.

Any changes to the policy shall be communicated immediately to all employees, intermediaries and suppliers.

7. Interpretation

In the event of any inconsistency between this policy and the Rules of the Fund, the Rules shall prevail.

8. Policy Approval

RECOMMENDED / ~~NOT RECOMMENDED~~



MS HK MAKHUPOLA

CHAIRPERSON: BENEFITS AND ADMINISTRATION COMMITTEE

DATE: 2023-06-22

APPROVED / ~~NOT APPROVED~~



MR AD MOGAJANE

CHAIRPERSON: BOARD OF TRUSTEES

DATE: 2023-06-22
