

SOCIAL MEDIA POLICY

BLUESCOPE EMPLOYEES AND CONTRACTORS MUST CONFORM TO BLUESCOPE POLICIES AND GUIDELINES AS WELL AS APPLICABLE LAW IN THEIR USE OF SOCIAL MEDIA.

Social media has become a powerful tool that BlueScope can use to disseminate news and information to its partners, stakeholders and the public. It can also be enjoyed by employees in their personal capacity.

Equally, social media presents significant risks both to an organisation's reputation due to careless commentary and threats in the form of cyber attacks, hacking and other security risks.

Social media includes any online publishing technology that enables the sharing of content by an individual. It includes, but is not limited to:

- Social networking sites (e.g. Facebook, MySpace, Bebo);
- Professional networking sites (e.g. LinkedIn);
- Video and photo sharing sites (e.g. YouTube, Flickr);
- Micro-blogging sites (e.g. Twitter, Tumblr); and
- Wikis and forums (e.g. Wikipedia).

SCOPE

This Policy covers the use for personal or business purposes of any form of social media by any BlueScope employee or contractor at any time either at work or outside of work.

The Policy applies:

- where you refer to BlueScope companies, products, services, people, customers, competitors or other related companies or organisations; and
- to any other use of social media which could impact on BlueScope's reputation,

whether or not your use is on a personal device.

INTENT

BlueScope is committed to its employees being able to participate in social media to support BlueScope products and services and its customers. At the same time, BlueScope requires employees and contractors participating in social media to comply with applicable law, BlueScope policies and guidelines, as well as to be mindful of maintaining BlueScope's reputation.

GENERAL GUIDELINES

The following general guidelines apply to all people covered by this Policy:

- Even when using social media in a personal capacity, or from a personal device, you should always assume that whatever you post will be a public, not a private matter;
- Exercise caution to mitigate security risk such as in selection of passwords, your use of your BlueScope email address for social media accounts and downloading content on to BlueScope computers from social media sites;
- Only disclose and discuss publicly available information. Don't disclose any confidential information (such as pending transactions not yet public, trade secrets and the like) or information that is proprietary to BlueScope including intellectual property (IP);
- Identify yourself as a BlueScope employee or contractor if you refer to BlueScope, its people, products and services, its competitors and/or other business related individuals or organisations;

- It is important to remember, however, that even where you are not referring to BlueScope, based on your prior communications you may be seen as a representative of BlueScope such that everything you post will have the potential to reflect on BlueScope's image and reputation as well as your own;
- You should ensure that your use of social media is appropriate, respectful and does not damage BlueScope's reputation or have the potential to reflect negatively on BlueScope, its employees or partners;
- Be cautious of photographs of you online. Do not upload, or allow to be uploaded, any images of you that may have the potential to reflect negatively on BlueScope, its employees or partners, including yourself;
- Ensure that all content published is accurate and not misleading and complies with all relevant Company policies and guidelines, including BlueScope's Social Media Guidelines, IT Usage Policy, Competition and Consumer Law Policy and Equal Employment Opportunity Policy;
- Avoid commenting on matters that you are not qualified or authorised to speak on (e.g. political or economic criticism or forecasting) which could impact on BlueScope;
- Adhere to the Terms of Use of the relevant social media platform/website, as well as all relevant laws including those relating to copyright (e.g. photos), privacy, defamation, contempt of court, discrimination, harassment, continuous disclosure, competition and consumer protection; and
- Do not impersonate another person on social media or pretend to be someone you are not.

SPECIFIC GUIDELINES

Separate to this policy, BlueScope has Social Media Guidelines which provide additional guidance for employees and contractors consistent with the requirements of this Policy. In addition, each of the Company's businesses is responsible for developing specific guidelines relevant to their use of social media which support compliance with this Policy, including appropriate monitoring to support compliance with this Policy and with relevant laws (such as defamation and competition & consumer laws) and standards. For practical assistance on how to interpret this policy, please see the [Corporate Social Media Guidelines](#).

To the extent that BlueScope collects personal information about you or others in connection with your use of social media, it will handle such information in accordance with its Privacy Policy.

MEASURES AND ACCOUNTABILITY

You are personally responsible and accountable to BlueScope for the content you publish in social media that relates to BlueScope people, products, services and related companies or organisations.

BlueScope reserves the right to monitor and record any content you post on social media. This includes access to internet sites (including social media sites) and the time spent on each site.

Enforcement

Any breach of this policy will be determined on a case by case basis and may result in disciplinary action up to and including termination of employment and possible prosecution.

Contact

If you have any queries in relation to this Policy, or you wish to report a breach of this Policy, please contact your line manager or the human resources manager in your business.

PAUL O'MALLEY
Managing Director and CEO