



PCBU News & Social Media Policy



DOCUMENT / REFERENCE	VERSION	ISSUE DATE	PERSON RESPONSIBLE
PCBU News & Social Media Policy	2.0	15/11/2024	Commercial team

Contents		Page
1.0	Application	3
2.0	Purpose	3
3.0	Related documents	3
4.0	Definitions	3
4.1	Social media	
4.2	News media	
4.3	Port Users	
4.4	Service Providers	
5.0	Principles	4
6.0	PCBU Media Interaction	4
7.0	Breaches of the Media Policy	4

DOCUMENT / REFERENCE	VERSION	ISSUE DATE	PERSON RESPONSIBLE
PCBU News & Social Media Policy	2.0	15/11/2024	Commercial team

1.0 Application

South Port’s Conducting a Business or Undertaking (PCBU) News and Social Media Policy applies to Port Users and Service Providers that have a direct or indirect commercial relationship with South Port. South Port’s PCBU Safety Agreement states that Port Users and Service Providers agreed to abide by South Port’s PCBU News and Social Media Policy and PCBU Non-conformance Policy. This policy is broad in nature to accommodate the fast-changing landscape of social and news media.

2.0 Purpose

The purpose of this policy is to:

- a. provide guidance to Port Users and Service Providers with respect to both personal and official use of news and social media, and
- b. ensure that the use of social media by Port Users and Service Providers is consistent with the organisation’s strategic goals.

South Port’s PCBU News and Social Media Policy shall be used to identify inappropriate news or social media use that directly involves South Port. South Port will act accordingly to rectify any inappropriate news or social media use in accordance with South Port’s PCBU Non-conformance Policy which can be found at: https://southport.co.nz/uploads/Non-conformance_policy_-_2019.pdf

3.0 Related documents

The following documents must be read in conjunction with this policy:

- Common User Safety Protocol (CUSP)
- PCBU Safety Agreements
- PCBU Non-conformance Policy
- South Port’s site induction

4.0 Definitions

4.1 Social media

In this policy social media means a dialogue allowing people to socially interact with one another online; some examples of social media sites and applications include Facebook, YouTube, Twitter, blogs and other sites that have content based on user-participation and user-generated content.

4.2 News media

The news media or news industry are media that focus on delivering news to the general public or a target public. These include print media (newspapers, news magazines), broadcast news (radio and television), and the Internet (online newspapers, news blogs, etc.).

4.3 Port Users

A Port User is a business that utilises South Port’s common area facilities to conduct their operations. This includes third parties such as contractors of Tenants, transport companies, port visitors and others such as customers. A Port User may also lease or hire plant and equipment from South Port.

4.4 Service Providers

A Service Provider is a business that provides a service direct or indirect to South Port. This includes contractors and other service providers such as suppliers, auditors, MPI, Customs etc. It also includes sub-contractors engaged by a lead contractor.

DOCUMENT / REFERENCE	VERSION	ISSUE DATE	PERSON RESPONSIBLE
PCBU News & Social Media Policy	2.0	15/11/2024	Commercial team

5.0 Principles

- South Port supports the use of managed social media as a way of facilitating communication and dialogue between its various audiences e.g. South Port staff, Port Users and Service Providers and the wider community and business sectors.
- South Port’s Port Users and Service Providers must always be alert to the fact that postings on social media sites can be immediate, public, and permanent.
- South Port’s Port Users and Service Providers who use a social media site as a private individual must not post confidential or proprietary information about South Port, Port Users, and/or Service Providers.
- When South Port’s Port Users and Service Providers post about operational matters, they must do so in a professional manner and always consider how the post may reflect on South Port. This is particularly relevant when the subject matter is controversial.
- South Port’s Port Users and Service Providers must consider the privacy of South Port staff, Port Users and Service Providers and must not post photos, videos, or details of internal conversations that may identify them without their permission.
- South Port’s Port Users and Service Providers must not use South Port’s logo, branding, or other identification on personal social media pages.
- South Port’s Port Users and Service Providers must not make or post offensive, defamatory, disparaging, harassing, discriminatory or indecent content of any kind about anyone.
- South Port’s Port Users and Service Providers must not represent or speak on South Port’s behalf without South Port’s authorisation.
- South Port’s Port Users and Service Providers' content directed at South Port or any individual who works at South Port, such as racial, ethnic, sexual, religious, and physical disability slurs, are not tolerated.
- South Port’s Port Users and Service Providers must not communicate to media or post about an incident or emergency that involves South Port or South Port’s Port Users and Service Providers.

6.0 PCBU Media Interaction

Only South Port’s CEO, General Manager, and Communications Advisor are authorised to make official comments to the media on issues relating to South Port’s operational activities. South Port’s Communications Advisor is responsible for liaising with the media to obtain details of their inquiry and provide an authorised response to the media. South Port’s Port Users and Service Providers or their employees must inform South Port’s Communications Advisor before releasing any third-party information to the media that directly or indirectly involves South Port.

7.0 Breaches of the Media Policy

Breach of the PCBU News & Social Media Policy and South Port’s Safety Agreement may lead to termination under the guidelines of South Port’s PCBU Non-conformance Policy. South Port regularly monitor social media channels to identify any issues arising from unauthorised use and misrepresentation of South Port’s commercial activities.

DOCUMENT / REFERENCE	VERSION	ISSUE DATE	PERSON RESPONSIBLE
PCBU News & Social Media Policy	2.0	15/11/2024	Commercial team