



# **PST Social Media Policy**

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# About Us

Peter Sadler Removals & Logistics believes in freedom. We are a transport business that does not discriminate in any way, shape or form to any groups, our social media reflects this. Our social media is a place of company updates, news and positivity. We do not condone any hate speech. At Peter Sadler Removals & Logistics we are here to create safe and effective transport solutions for both customers and businesses across Victoria and even some parts of Australia.

## Mission and Vision

Our mission is to provide the best transport solution for the people of Victoria. We aim to be the most trusted company in Victoria when it comes to handling your goods.

Our social media has a big part to play in communicating our business. We place a heavy focus on our people and push this out through our marketing. We know our people are our business, and people feel more comfortable choosing a business that looks after their staff.. We can communicate our social media via: Facebook, Instagram, YouTube, and LinkedIN. These are likely to change as new social media platforms are adapted.

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# Why do we need a social media policy?

At Peter Sadler Removals & Logistics we think that a social media is an important too both inside and outside the office. In order to put our best food forward we created the following social media policy. In this policy we'll review.

1. Who are we on social media?
2. What we do not tolerate
3. Who to contact
4. What to do in a crisis situation
5. What to do about questions and comments about Peter Sadler Removals & Logistics?
6. Current active platforms

# 1. Who are we on social media?

*Peter Sadler Removals & Logistics are fun, engaging and easy-going people. We care about our people, staff and providing a good experience online.*

We are friendly and easy-going. When looking at our social media you will a sense of ease. We aim to provide content that inspires and makes people feel comfortable using our service. Some of this includes.

1. Company updates.
2. Staff Updates
3. Testimonials
4. Funny videos
5. Trending topics
6. Community engagement
7. Community involvement
8. Other

Our social media reflects our core values which are integrity, giving everyone a fair go, community and people. We place a lot of effort in developing people and building them to be stronger in the workforce. A lot of our content supports this by showing our recruitment opportunities and what we are doing inside. We feel showing what we do with people is the best way to creating a deep connection on social media.

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## 2. What we do not tolerate

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### Hate Speech

Any form of hate speech in anyway will be immediately deleted and the account will be reported. This extends to all groups of all backgrounds.

2

### Discrimination

At Peter Sadler Removals we pride ourselves on a diverse workplace. Any form of discrimination will NOT be tolerated in anyway on our social media and will be immediately deleted and reported.

3

### Privacy Breaches

At Peter Sadler Removals everyone is entitled to their privacy. We do not allow any breaches of privacy on social media, including unwanted name-sharing and tagging.

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### Misinformation

All posts on Peter Sadler Removals & Logistics must be appropriately sourced. information cannot in anyway, shape or form be misleading. Our social media is true and factual and we steer away from any fake information an claims.

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# 3. Who to contact

*Below are the best contacts for social media*

## **Marketing & Communications:**

Phillip Stanojcic

0411 642 166

philstano@petersadler.com.au

## **Business Development:**

Christian Di Pierro

0438 002 153

christian@petersadler.com.au

## **General Manager**

David Sadler

0423 790 775

david@petersadler.com.au

# 4. What to do in a crisis situation?

*Follow the steps to what to do in a crisis situation.*

## Identify The Problem

First objective is to identify the problem or situation, have it clearly outlined. Before making contact make sure that there is an issue that warrants a response. If so, move to step two.

## Contact Marketing & Communications

Contact Marketing & Communications to let them know the issue. If they cannot be contacted or there is no response, please follow the next contacts best in line.

## Strategy To Resolution

Marketing & Management will find out the best solution for the resolution. This includes: deleting the post, responding to the post, making a graphic or video, explaining the situation, removing the situation and many more. Each problem has its own unique solution that needs to be strategised.

## Solution

Is it an apology? Is it to be deleted? The fourth objective is to find the appropriate solution for the crisis and act on that immediately.

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# 5. What to do about questions and comments?

## Positive Comments

At Peter Sadler Removals & Logistics we try to respond to positive comments as best as possible. Whenever we get a positive response we aim to reply and thank the person.

## Shares

If someone shares our post we make sure to like, comment and message them a thank-you. This helps keep audience retention and allows for genuine communication.

## Negative Comments

These are dealt with on a situation basis. Depending on the comment we act accordingly. Generally we aim to answer to diffuse the negativity, however if it breaches one of the policy's that we do not tolerate, it is reported and deleted immediately.

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## 6. Current active platforms

Below are the current platforms we post on regularly.

### Facebook

We use Facebook daily. We post photographs, videos information, and much more on our Facebook. It is also a fantastic place to contact the company.

### Instagram

We use instagram daily. Instagram is our platform to share photos, videos and general information of the company.

### LinkedIN

We are active on LinkedIN. Our strategy here is slightly different as we market more towards businesses and other businesses in the area.

### Platforms that we use intermittently.

#### YouTube

Mainly for video uploads for website.



@petersadlerremovals

[www.facebook.com/petersadlerremovals](http://www.facebook.com/petersadlerremovals)



@petersadlerremovals

[www.instagram.com/petersadlerremovals](http://www.instagram.com/petersadlerremovals)



Peter Sadler Removals & Logistics

[www.linkedin.com/company/3027108](http://www.linkedin.com/company/3027108)



Peter Sadler Removals & Logistics

[www.youtube.com/channel/UCIBroC0boMtCP8X3dhAOnYg](http://www.youtube.com/channel/UCIBroC0boMtCP8X3dhAOnYg)



Peter Sadler Removals (currently inactive)

[www.tiktok.com/@petersadler.removals](http://www.tiktok.com/@petersadler.removals)