

MACOGA, SA

Company social media policy for employees

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It is likely that most of our employees use one or more social media platforms. What is posted on their personal accounts can be a potential risk to the company (for example, if they share sensitive information) and the use of social media at work can affect productivity.

Reasons why we develop and issue a company social media policy:

- To address limitations on what employees can post regarding the company and their work and to establish possible restrictions on the use of social media within the workplace.
- To protect the reputation of our company. MACOGA, S.A. as an organisation, wants to have a consistent voice on its social media and wants to avoid posting potentially risky statements or information.

Employees own their social media profiles, so MACOGA, S.A. cannot restrict what they post on social media. However, it can provide them with reasonable guidelines on what they should not publish (e.g. confidential data) and thus prevent their publications from affecting the image of our company.

This policy is a living document, as the social media landscape changes often and new privacy rules and regulations and trends are introduced.

Summary of policy and purpose

Our company social media policy provides a framework for the use of social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you manage a corporate account or use your own, you should be productive and avoid damaging the company in any way.

This policy provides practical advice on how to avoid problems that can arise from careless use of social media in the workplace.

Scope

We expect all our staff to follow this policy.

In addition, by 'social media' we mean a variety of online communities such as blogs, social networks, chat rooms and forums, and not just platforms such as Facebook, LinkedIn, Instagram or Twitter.

This policy is based on two distinct elements: one, the use of personal social media at work and two, the representation of our company through social media.

Elements of the policy

a. Use of personal social media at work

Staff should not access their personal accounts at work, and we expect them to act responsibly.

We also ask staff to be careful when posting on social media. We cannot restrict what you post there, but we expect our confidentiality policies to be respected at all times. We also ask that you avoid violating our [Code of Ethics and Conduct](#) or posting anything that could make it difficult to engage with colleagues.

In general, we advise our employees to:

- Make sure others know that their personal account or your statements do not represent our company. You should not state or imply that your personal opinions and content are authorised or endorsed by our company. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- Avoid sharing intellectual property, such as trademarks, on a personal account without approval. Confidentiality policies and laws always apply.
- Avoid any defamatory, offensive or derogatory content. It may be considered a violation of our Code of Ethics and Conduct if directed at colleagues, customers or partners.

b. Representing our company

Some employees represent our company by operating corporate social media accounts or speaking on behalf of our company. When operating a corporate social media account, we expect you to act carefully and responsibly to protect our company's image and reputation.

You should:

- Be respectful, polite and patient, when engaging in conversations on behalf of our company. Be very careful when making statements or promises to customers and stakeholders.
- Avoid talking about matters outside your field of expertise whenever possible. Everyone should be careful not to answer questions or make statements that are the responsibility of someone else.
- Follow our confidentiality and data protection policy and comply with copyright, trademark, plagiarism and fair use laws.
- Inform management when sharing any high-impact content.
- Avoid deleting or ignoring comments for no reason. Listen and respond to criticism.
- Do not post discriminatory, offensive or defamatory content and comments.
- Correct or remove any misleading or false content as soon as possible.

Disclaimer: This policy is intended to provide general guidelines and should be used as a reference. It may not consider all relevant laws and is not a legal document. Neither the author nor MACOGA, S.A. shall assume any legal liability that may arise from the use of this policy.

WARNING: The English version is a translation of the original in Spanish and is issued for information purposes only. In the event of a discrepancy between the content of the English version and the original Spanish version the latter shall prevail.

