

Social media guidelines



Most 'incidents' on social media are due to a lack of awareness, as employees do not realise the impact their actions and behaviour can have on the company's reputation.

These guidelines will help you get the most out of the online world by steering clear of mistakes and unpleasant situations.

Be yourself

- ✓ In online discussions, always speak in the first person singular to make it clear that the ideas and opinions you are expressing are your own.
- ✗ Do not quote colleagues, customers, suppliers or other stakeholders without permission.
- ✗ Do not speak on behalf of Econocom, but in a personal capacity.

Be polite

- ✓ Always be polite, admit mistakes and, if necessary, apologise.
- ✓ The Internet is a public space: if you receive any negative comments, then think before responding.
- ✗ The Internet remembers: in your personal interaction on social media, do not publish or re-share obscene, racist and/or offensive texts, photos, films and/or music.

Be mindful

- ✓ If you relate any facts regarding Econocom, always remember to state the sources of your information.
- ✓ Photos must respect ethic and policy of the company.
- ✗ Use your common sense: to prevent arguments, on your official accounts don't enter into matters in which people's values are strongly involved, such as religion, politics, and soccer.

Be privacy-proof

- ✓ Make sure that any reference to (potential) customers, suppliers and business partners does not violate any duty of confidentiality.
- ✓ Pay attention to the privacy settings of your social media account.
- ✓ Respect the privacy of offline conversations.
- ✗ Do not post footage without the owner's permission.

Be respectful

- ✓ Behave in accordance with the applicable laws and regulations, in particular those in the field of intellectual property, such as copyright and trademark rights.
- ✗ Do not share any information that infringes the rights of Econocom and any other third party.

Be an advocate

- ✓ Remember to follow Econocom's social media channels; your support is important.
- ✓ Always keep Econocom's corporate ethics principles in mind.
- ✓ If you use the company logo, comply at all times with the guidelines on the use of the brand name.

- When you doubt, ask your manager whether publishing particular information online is safe.
- Please refer to Econocom's **Code of Conduct** as a guide for your actions and decisions.
- If you have a question about the use of social media or if you have doubts about a certain topic, please **contact the group communication department: communication.groupe@econocom.com**

