

Policy Document

Social Media Policy

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Contributors

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- PDPA Committee of Prosec Services Pte Ltd



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1 Introduction

This social media policy specifies and explains the rules governing the use of social media in Prosec Services Pte Ltd (“Prosec” or “the Company”). It also covers the rules pertaining to the use of social media during working hours and what can or cannot be posted on social media about Prosec or Company-related matters and issues.

2 Purpose

This social media policy is put in place to ensure employees, regardless of their positions within Prosec, use social media in an appropriate, responsible and ethical manner.

Although social media can benefit Prosec (e.g. in marketing, customer relations, communication with customers and clients) it can hurt the Company’s reputation if the posted content is poorly-judged or ill-timed.

3 Scope

The scope of this social media policy pertains to all employees who make use of social media platforms for work-related activities during or outside working hours.

For the purposes of this policy, social media may refer to:

- Popular social networks such as Twitter and Facebook
- Photo-sharing websites such as Pinterest and Instagram
- Video-sharing platforms such as Youtube
- Professional social networks such as LinkedIn
- Question and answer-based networks such as Quora and Yahoo Answers
- Blogs and wikis
- Chatrooms
- Online forums

4 Social Media Usage Guidelines

Whether Prosec’s employees are posting from the Company’s or personal social media accounts, you are required to abide by the following rules:

4.1 Adhere to these standards to avoid common social media mistakes:

- **Understand the social network.** Different social media platforms have different purposes. For example, it is common to see more personal status updates on Facebook than LinkedIn.



Before posting, become familiar with the network by reading FAQs and quickly researching what is and is not acceptable.

- **Correct your own mistakes.** When you make a factual error in a post, create an update to correct it. Deleting or editing the original post should come at your own discretion, depending on the situation.
- **Beware of potential security threats.** Hackers can use social networks to distribute spam and malware. They can also launch phishing attempts. You should report suspicious activity, including questionable comments and friend's requests.
- **Be careful when sharing information about yourself or others.** What you post on social media will remain in the public domain for a long time. Hackers can also use your personal information to their advantage.
- **Don't escalate issues.** Responding to other social media users, especially concerning a contentious subject, can result in a heated argument. To avoid such arguments, it may be best to avoid commenting if you feel you may spark conflict.
- **Think before posting.** This is the golden social media rule. Not only should you check grammar and spelling, but ensure there won't be any negative effects of posting a status update. These include creating arguments and divulging sensitive information.

4.2 If you plan to use Prosec's social media account, you must first obtain authorisation from the appropriate person(s) (e.g. Head of IT Department). You must only use the social media account assigned to you for work-related activities.

As a responsible social media user you must ensure that your social media voice and approach are consistent and aligned with the marketing, customer service and other objectives of Prosec. If in doubt, you should refer to the Company's corporate communications policy or code of conduct.

4.3 Regardless of whether the social media account is personal or under the Company's name, you **must not:**

- Mix your personal life with the Company's business. Do create separate accounts to segregate the two. Be careful not to divulge too much of your work life in your personal social media postings that may link you back to the Company.
- Post, publish or release information that is proprietary or confidential to the Company.
- Upload, post or forward content belonging to a third party unless you have obtained permission from that third party.
- Include a link to a third party website unless you have checked out the terms and conditions of use of that website.



- Voice your personal opinions as opposed to the official position of the Company. If you need to do so you must state explicitly that this is your personal opinion and it does not represent the official view of the Company.
- Misrepresent the Company by posting incorrect, misleading or speculative information, or disguising your official position or designation in the Company.
- Conduct illegal or criminal activities that are detrimental to the reputation of the Company.
- Post content that could be interpreted as libellous or defamatory.
- Share updates, images and messages that may tarnish the Company's public image.
- Discuss matters pertaining to colleagues, customers and suppliers without their expressed consent.
- Harass others by sending them offensive content and messages.
- Communicate with the Company's competitors in a disrespectful manner.
- Distribute spam and chain messages.

5 Policy Compliance

Prosec reserves the right to monitor employees' usage of social media under the Company's account at any time.

If any employee is found to have breached this Policy, he/she may be subjected to Prosec's disciplinary procedure. If a criminal offence is considered to have been committed, further action may be taken to assist in the prosecution of the offender(s).

If you do not understand the implications of this Policy or how it may apply to you, you may seek advice from the Data Protection Officer (DPO).

In the event that you have knowledge of anyone who may be breaching this policy, please contact the DPO.

6 Review and Revision

This Policy will be reviewed as it is deemed appropriate, but no less frequently than every 12 months.

Policy review will be undertaken by the DPO in conjunction with IT Department.

PROSEC SOCIAL MEDIA POLICY



Approval and Effective Date: 30/11/17

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