

STAFF-IN-CONFIDENCE

IH Digital Social Media Policy

Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the world at large. We believe this kind of interaction can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at IH Digital and the things we care about.

These are the official guidelines for participating in social media for IH Digital. While we do not prohibit the usage of social media during office hours, you should ensure that such activities should not affect your work commitments.

1. Disclose

Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you represent IH Singapore on social media platforms, do so ethically and with integrity.

- **Be transparent:** Use your real name, identify that you work for IH Digital, and be clear about your role.
- **Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
- **Be yourself:** Stick to your area of expertise; write what you know. If you publish to a website outside IH Singapore, please use a disclaimer something like this: “The postings on this site are my own and don't necessarily represent IH Singapore's positions, strategies, or opinions.”

2. Protect

Make sure all that transparency doesn't violate IH Digital's confidentiality or legal guidelines for commercial speech—or your own privacy. Remember, if you're online, you're on the record—everything on the Internet is public and searchable. And what you write is ultimately your responsibility.

- **Don't tell secrets:** Never reveal confidential or proprietary information. If you're unsure, check with your Team Heads. Off-limit topics include: clients', corporate, product and pricing info. Also, please respect brand, trademark, copyright, fair use, and trade secrets. If it gives you pause...pause rather than publish.
- **Don't slam brands or companies:** Play nice. Be respectful to the company, employees, clients, potential clients, partners and competitors.
- **Don't overshare:** Be careful out there—once you hit "share," you usually can't get it back. Plus being judicious will help make your content more crisp and audience-relevant.

3. Use Common Sense

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an IH Digital employee, you are creating perceptions about your expertise and about IH Digital. Do us all proud.

- **Add value:** There are millions of words out there—make yours helpful and thought-provoking. Remember, it's a conversation, so keep it real. Build community by posting content that invites responses—then stay engaged. You can also broaden the dialogue by citing others who are writing about the same topic and allowing your content to be shared.

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- **Keep it cool:** There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. And you don't need to respond to every criticism or barb. Be careful and considerate.
- **Did you screw up?** If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.
- **Be respectful:** Do not use vulgarities or language that is unlawful, defamatory, obscene, harassing, threatening, invasive of privacy or inflammatory.



I have read and understand the above guidelines.

Name of Employee & Date