

REVISION HISTORY			
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### Table of Contents

1.	Policy Statement: .....	1
2.	Scope : .....	1
3.	Responsibility of implementing the policy: .....	1
4.	Using Social Media Sites Under CSM Name: .....	1
5.	Communication Requirements : .....	2
6.	Using Work Related Social Media : .....	2
7.	Personal Use of Social Media Sites .....	3
8.	Rules for Use of Social Media Sites: .....	3
9.	Monitoring the Use of Social Media Websites: .....	4
10.	Do's / Don'ts of content type and scope of posting : .....	5
11.	Inviting Responsible Participation in Social Media Movement : .....	7
12.	Breach and Violations of the Policy : .....	7
13.	Monitoring and Review of the Policy : .....	8
14.	Acknowledgement : .....	8

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 1 of 9
	<b>Social Media Policy</b>		

### 1. Policy Statement:

This policy is intended to help employees make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn [other relevant social media websites] and social media messenger tools like WhatsApp and Telegram.

This policy outlines the standards we require employees to adhere to when using social media, the circumstances in which we will monitor the use of social media and the action that will be taken in case of breaches of this policy.

This policy supplements our Internet, Email and General Code of Conduct Policies.

This policy does not form part of any contract of employment and it may be amended at any time.

### 2. Scope :

All employees of CSM are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our company and our services, employees, partners, customers, and competitors.

This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency employees and volunteers (collectively referred to as employees in this policy).

### 3. Responsibility of implementing the policy:

The Promotions team has overall responsibility for the effective operation of this policy.

The Promotions team is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimize risks to our operations.

All employees are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All employees should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Promotions team at [promotions@csmpl.com](mailto:promotions@csmpl.com).

Questions regarding the content or application of this policy should be directed to the Promotions team at [promotions@csmpl.com](mailto:promotions@csmpl.com).

### 4. Using Social Media Sites Under CSM Name:

Only the Promotions team is/are permitted to post material on a social media websites under CSM's brand name and on its behalf. Any breach of this restriction will amount to gross misconduct.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 2 of 9
	<b>Social Media Policy</b>		

## 5. Communication Requirements :

All communications we make using social media, which promote our services, solutions or applications can only be made by Promotions team and must go through our formal submission, curation and approval process.

- 5.1 No employee must make any communication using social media, which promotes any other services or any insurance or commercial products. This means that broadly:
- 5.2 Employees must not recommend, advise, discuss, promote or mention any external products/Services including commercial products;
- 5.3 Employees must not discuss or recommend any financial or mutual funds services; or
- 5.4 Employees must not invite or encourage any customer or potential customer to contact them in order to do either of the above.
- 5.5 Employees must not berate the organization in any social media community or mention the organization's name in bad taste.

If you have any doubt as to what you can and cannot say using social media, then please contact the Promotions team at [promotions@csmpl.com](mailto:promotions@csmpl.com).

## 6. Using Work Related Social Media :

We recognize the importance of the internet in shaping public thinking about our company and our services, employees, partners and customers. We also recognize the importance of our employees joining in and helping shape industry conversation and direction through interaction in social media.

Employees are therefore permitted to interact on social media websites about industry developments, services, achievements and regulatory issues. Approved social media websites are

- Facebook
- Twitter
- Google+
- Slideshare
- LinkedIn
- Youtube
- Instagram

This list may be updated by the Promotions team as and when required.

### 6.1 Before using work-related social media you must

- 6.1.1 Have read and understood this policy and the Internet Policy.
- 6.1.2 Have sought and gained prior written approval to do so from the Promotions team.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 3 of 9
	<b>Social Media Policy</b>		

## 7. Personal Use of Social Media Sites

We permit the incidental use of social media websites for personal use, subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and the organization reserves the right to withdraw the permission at any time at company's entire discretion.

### 7.1 Conditions to be met for personal use to continue

- 7.1.1 Use must be minimal and take place substantially out of normal working hours (that is, during lunch hours, before 9 AM or after 6.00 PM).
- 7.1.2 Use must not breach any of the rules set out in paragraph 9 below.
- 7.1.3 Use must not interfere with business or office commitments.
- 7.1.4 Use must comply with our policies, including the Internet Policy.
- 7.1.5 Users will not directly or indirectly defame the company's name or bring any harm to the name/repute/fame of the company.

## 8. Rules for Use of Social Media Sites:

Whenever employees are permitted to use social media in accordance with this policy, they must adhere to the following general rules:

### 8.1 Rules for Posting on Social Media

- 8.1.1 Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- 8.1.2 Any member of employees who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform their Reporting Authority and mark a cc to HR as well.
- 8.1.3 Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your Reporting Authority.
- 8.1.4 Do not upload, post or forward any content belonging to a third party unless you have that third party's written consent.
- 8.1.5 It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticizing it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- 8.1.6 Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: <b>4 of 9</b>
	<b>Social Media Policy</b>		

- 8.1.7 When making use of any social media platform, you must read and comply with its terms of use.
- 8.1.8 Do not post, upload, forward or post a link to chain mail, junk mail, jokes or gossip.
- 8.1.9 Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- 8.1.10 You are personally responsible for the content you publish into social media tools – be aware that what you publish will be public for many years.
- 8.1.11 Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- 8.1.12 If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with your Reporting Authority first, if still not clear then DO NOT publish it.
- 8.1.13 Don't discuss colleagues, competitors, customers or suppliers without their prior approval.
- 8.1.14 Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- 8.1.15 Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- 8.1.16 Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- 8.1.17 Activity on social media websites during office hours should complement and/or support your role and should be used in moderation.
- 8.1.18 If you notice any content posted on social media about us (whether complementary or critical) please report it to Reporting Authority and Promotions team, it will then be looked into by the concerned authorities.

## 9. Monitoring the Use of Social Media Websites:

Employees should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and where breaches of this policy are found, disciplinary action may be taken against that employee.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 5 of 9
	<b>Social Media Policy</b>		

CSM Technologies reserves the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and CSM Technologies. It may also cause embarrassment to organization and to our clients.

## 9.1 Forbidden content

- 9.1.1 In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):
- 9.1.2 Pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
- 9.1.3 False and defamatory statement about any person or organization;
- 9.1.4 Material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to the organization, it's clients or the employees;
- 9.1.5 Confidential information about the organization or any of the employees or clients (which you do not have express authority to disseminate);
- 9.1.6 Any other statement which is likely to create any liability (whether criminal or civil, and whether for you or the organization); or
- 9.1.7 Material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

## 10. Do's / Don'ts of content type and scope of posting :

### 10.1 Don't

- 10.1.1 Do not share proprietary information. Proprietary information can include secret formulas, processes, and methods used in production. It can also include a company's business and marketing plans, financial information, including, salary structure, expenses and profits. Other sensitive information includes customer lists, contracts, and details of its computer systems.
- 10.1.2 Do not post vulgar or obscene language, materials, photos or links that may be considered inappropriate or unprofessional.
- 10.1.3 Do not share private information. Do not discuss financial information or contact information unless the contact details, refer to the responsible authority.
- 10.1.4 Do not share information that is not about you or is out of your job scope.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 6 of 9
	<b>Social Media Policy</b>		

- 10.1.5 Do not make derogatory comments about the employer or other employees or their practices.
- 10.1.6 Do not make derogatory comments about customers. Funny customer stories can happen daily, but sharing online, even if it can't, get back to the customer makes others feel like your company enjoys gossip.
- 10.1.7 Do not post content that carry workplace violence, bullying, or malicious activity.
- 10.1.8 Do not make derogatory comments about the competition.

#### 10.2 Do's :

- 10.2.1 Post encouraging positive stories about other employees, customers, and projects. Make sure you aren't violating privacy.
- 10.2.2 Create eagerness not apprehension.
- 10.2.3 Share lots of good pictures, snap shots and short videos.
- 10.2.4 Use social media to think ahead and to reach an exponential number of potential customers, employees, vendors and more.
- 10.2.5 Be active in a positive healthy manner on the social media.
- 10.2.6 Use original error typo free content.
- 10.2.7 Show uniformity and personality in tone pertaining to company related information.
- 10.2.8 Post stories that customers/partners can relate to.

#### 10.3 Content Categorization

- 10.3.1 Achievements – Awards and recognitions received by CSM.
- 10.3.2 Technology – Any new technologies we have adopted, learned, or certified.
- 10.3.3 Projects – Special recognitions received by projects
- 10.3.4 Corporate activities – Sports, cultural or any other annual events taken place at CSM
- 10.3.5 Promotional material – Infographics, insightful pieces & gist of research

#### 10.4 Process of Sending Posts

- 10.4.1 Write in brief with relevant links and send it to [promotions@csmpl.com](mailto:promotions@csmpl.com), e.g., 140 characters (both words and spaces included) for Twitter and specific file formats for YouTube and Slideshare.

#### 10.5 Approval process of publishing posts

- 10.5.1 Received posts will be reviewed, edited and posted on applicable SNS.

	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: 7 of 9
	<b>Social Media Policy</b>		

- 10.5.2 The Promotions team will look at the word count, language, relevancy and appropriateness of the post and then post it to relevant SNS.

## **11. Inviting Responsible Participation in Social Media Movement :**

We encourage individual participation in our social media campaigns. As a responsible CSMian, it's your responsibility to make our brand a success with healthy participation. This helps us act as a community on the social media networks. At the same time, when we post CSM related material or refer to CSM in any manner, we should ensure that it is not derogatory or defamatory towards the company or any individual associated with us.

One should take the responsibility of sharing anything and everything they do on social media and since all such websites are public, one needs to be wise while making statements related to work and company. It can not only harm your image, but as well as the company's in case of any misuse of data.

When you wish to share some information or want to be a part of our social media team, you need to write and take permission from your RA and send the handle details you wish to work on to the social media team. As a team and family, we should learn to respect and copyright, fair use and financial disclosure laws.

### **11.1 Points to note, while sharing CSM related information:**

- 11.1.1 Give credit to CSM page and profile while sharing or referring to any material posted on our official handles. Use proper hashtags and links to encourage link back to our page hence enhancing our page views.
- 11.1.2 Healthy discussions and debates are encouraged, but you should be respectful of others and their opinions while referring to CSM social Media pages.
- 11.1.3 Try to add value by providing noteworthy information and perspective. CSM's brand can be best represented by its employees and associates and anything published on the public media reflect on CSM's image
- 11.1.4 We discourage citing reference links of clients, partners and suppliers or competitors about business related materials without their permission.
- 11.1.5 Use CSM Social Media to learn and spread awareness and contribute in a positive and effective manner.

## **12. Breach and Violations of the Policy :**

Any breach of these restrictions will amount to gross misconduct. Where evidence of misuse is found we may undertake a more detailed investigation in accordance with NSA team, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary, such information may be handed to the police in connection with a criminal investigation.



	<b>Quality System Procedure</b> ISO 9001-2008 - CSM Technologies	Document #: CSM/QSP/47	Rev.: 1.2 Page #: <b>8 of 9</b>
	<b>Social Media Policy</b>		

In case of breach or violation of this policy, the concerned employee may be dealt with under our Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

If you notice any use of social media by other members of employees in breach of this policy, please report it to the Promotions team at [promotions@csmpl.com](mailto:promotions@csmpl.com).

### 13. Monitoring and Review of the Policy :

The Promotions team shall be responsible for reviewing this policy (annually) to ensure that it meets legal requirements and reflects best practice. It shall be updated regularly adhering to internet policy changes.

### 14. Acknowledgement :

This social media policy has been prepared for CSM Technologies. It is provided for information purposes only and requires strict adherence.

For further advice on social media policies, please contact Promotions at [promotions@csmpl.com](mailto:promotions@csmpl.com).

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