
SOCIAL MEDIA UTILIZATION POLICY

1. Purpose

The purpose of this Social Media Utilization Policy is to protect the brand and data of TechnoSphere India Private Limited by providing clear guidelines for employee use of digital and social media platforms. This policy ensures responsible communication that upholds the Company's reputation, protects confidential information, and complies with applicable laws.

2. Scope

This Policy applies to all employees, contractors, consultants, and any representatives of TechnoSphere India Private Limited who use social media platforms for personal or professional purposes during or outside work hours.

3. Policy Guidelines

- **Official Posts:** Only authorized employees are permitted to post content on behalf of the Company on official social media channels. All official posts must be approved by the Marketing or Communications Department prior to publication.
- **Personal Use:** Employees may use personal social media accounts responsibly but must not reveal confidential information about the Company, clients, or colleagues.
- **Confidential Information:** Do not share proprietary information, trade secrets, financial data, business strategies, or any unapproved information about Company operations.
- **Respect and Professionalism:** Avoid posting any content that could be seen as discriminatory, defamatory, harassing, or knowingly false. Uphold professional conduct online that reflects positively on the Company.
- **Brand Representation:** Use the Company's name, logo, and trademarks only as authorized. Avoid engaging in activities that could harm the Company's image.

- **Reporting Misuse:** Employees should immediately report any inappropriate social media content or suspected breaches of this Policy to HR or the Compliance Officer.
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4. Prohibited Conduct

- Using social media to harass, bully, or intimidate others.
 - Posting offensive, obscene, or politically sensitive content that conflicts with Company values.
 - Engaging in online disputes related to the Company.
 - Sharing unauthorized photos or videos of Company events or personnel.
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5. Monitoring and Enforcement

- The Company reserves the right to monitor official social media accounts and may review public social media activities of employees when related to the Company.
 - Violations of this Policy may result in disciplinary action, up to and including termination.
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6. Training and Awareness

- The Company will provide regular training on responsible social media use and update employees on changes to social media protocols.
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7. Policy Review

This Policy will be reviewed annually or as required to reflect changes in technology, laws, or organizational needs.

Approved by: Board of Directors

Effective Date: Jan 2025

Review Date: Jan 2025