

Our social media company policy provides a framework for using social media. Social media is a place where people exchange information, opinions, and experiences to learn, develop, and have fun. Whether you're handling a company social media account or using one of your own, you avoid damaging our organization in any way. This policy provides practical advice to avoid issues that might arise from careless use of social media in the workplace.

## **Scope**

We expect all our Klued Skincare Trading employees to follow this policy. Also, by "social media", we refer to a variety of online communities like blogs, social networks, chat rooms, and forums – not just platforms like Facebook or Twitter. This policy is built around two different elements: one, using personal social media at work, and two, representing our company through social media.

## **Using a Personal account on social media**

We ask you to be careful when posting on social media. We can't restrict what you post there, but we expect you to adhere to our confidentiality policies and company policies at all times. We also caution you to avoid violating our social media policies or posting something that might make your collaboration with your colleagues more difficult (e.g., hate speech against groups where colleagues belong). We also advise you to avoid posting any indecent videos and photos that will negatively affect the brand or the company.

## **We advise our employees to:**

- Ensure others know that your personal account or statements don't represent our company (Klued Skincare Trading). You shouldn't state or imply that your personal opinions and content are authorized or endorsed by our company. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- Avoid sharing intellectual property like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- Avoid any defamatory, offensive, or derogatory content. It may be considered a violation of our company's policy if directed toward colleagues, clients, or partners.

## **Representing our company**

Some employees represent our company by handling the company's social media accounts or speaking on our company's behalf.

When you're sitting behind a company's social media account, we expect you to act carefully and responsibly to protect our company's image and reputation. You should:

- Be respectful, polite, and patient, when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises to customers and stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- Follow our Non-disclosure agreement and observe laws on copyright, trademarks, plagiarism, and fair use.
- Inform our [Director's/Marketing department] when you're about to share any major-impact content.
- Never post Indecent, discriminatory, offensive, or libelous content and commentary.
- Correct or remove any misleading or false content as quickly as possible.

## Disciplinary Consequences

We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or company accounts.
- Directing offensive comments towards other members of the online community.
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If you violate this policy inadvertently, you may receive a reprimand. We expect you to comply after that, or stricter disciplinary actions will apply.

I acknowledge that I have read and understood the contents of this memo and will comply with the details stated herein.

KLUED SKIN CARE TRADING

By:  **EMILIO CHUA**

Name/Title: **MANAGING DIRECTOR**

Date: September 28, 2023

By:

Employee's Sign Over Printed Name

Date: