

Follow 7C for Internal Communications

- ▶ Clear
- Concise
- ▶ Concrete
- Correct
- Coherent
- ▶ Complete
- Courteous

D

Personal Social Media and your Company

- May mention your company in your page but do not give an impression that you represent the company
- Do not post anything that reflects a negative image about your company
- Do not use company's name as part of your ID

B

Personal Social Media and your Company

- Do not use Company's logo or banner in your social media or personal communication
- Do not put anything confidential or proprietary of the Company. Protect all IPR.
- ▶ Think before you post. If in doubt take permission.
- Remain responsible for words, pictures, plagiarism,
 ...
- Your online conduct ← Code of conduct, cybersecurity policy of the Company

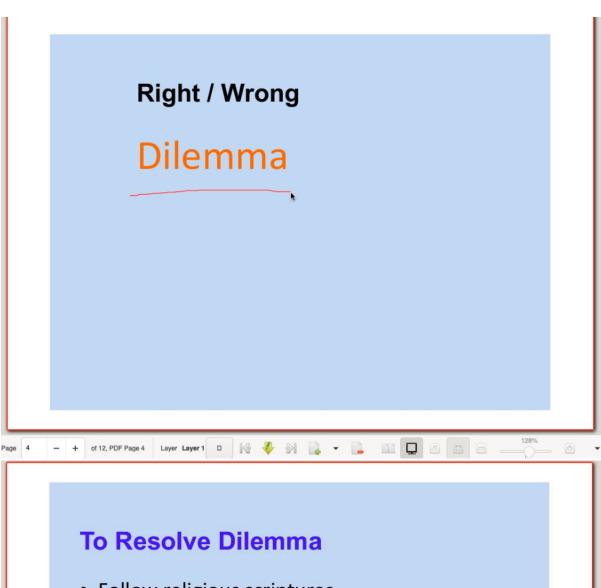
Ethics

A plural noun

- **1** [usu. treated as pl.] moral principles that govern a person's or group's behavior: *Judeo-Christian ethics*.
- the moral correctness of specified conduct: the ethics of euthanasia.
- **2** [usu. treated as sing.] the branch of knowledge that deals with moral principles.

(from: Apple Dictionary 2.2.2 (118.1)





- Follow religious scriptures
- Follow philosophers/ Saints' teachings
- Read books such as Hitopadesha/ Panchatantra/Aesop's Fables ...



From Dhammapada

- 15. The evil-doer grieves here and hereafter; he grieves in both the worlds. He laments and is afflicted, recollecting his own impure deeds.
- 16. The doer of good rejoices here and hereafter; he rejoices in both the worlds. He rejoices and exults, recollecting his own pure deeds.

Ethical Dilemma with Tech Comm

• You developed an easy algorithm for cracking bank security. Would you publish it in journals and present it in seminars?

— yes

— no

Ethical Dilemma with Tech Comm

- You did a good piece of research all alone.
 Before submitting the paper to a top journal your boss told you to include him/her as a coauthor. You will
 - comply
 - refuse
 - complain to higher authority
 - stop writing the paper

Ethical Dilemma with Tech Comm

• Your assistant falsified data for a report. You will

— sack the assistant
— rebuke the assistant
— rewrite the report with correct data and withdraw the wrong one
— do nothing

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