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# Social Media Policy

Version 1.0

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# Introduction & Background

This policy outlines how all employees including interns of Zignuts should represent themselves and Zignuts on social media, ensuring compliance with company standards, client confidentiality, and non-disclosure agreements (NDAs).

This policy is designed to protect both Zignuts Technolab and our employees while maintaining professional integrity and ensuring client confidentiality.



# Important Terms

- Social Media – Any online forum where comments and posts are made. Some examples include: LinkedIn, Facebook, Instagram, Telegram, Reddit, Quora etc.
- NDA – Non-Disclosure and Non-Solicitation Agreement that all employees have agreed and signed with Zignuts
- Client – Any person or business entities that are doing business with Zignuts or any prospects of Zignuts, including any past, present or future entities or persons, including any past, present or future employees of the client's company.
- Company – Zignuts, Zignuts Technolab, Zignuts Technolab Private Limited



## Do's (Things that are allowed)

### **1. Represent Professionally**

Use social media responsibly and professionally, keeping Zignuts Technolab's reputation in mind.

### **2. Promote Company Culture**

Share posts about company culture, events, and non-confidential milestones.

### **3. Positive Engagement**

Encourage thoughtful, respectful engagement with content related to industry trends and innovations.

### **4. Be Mindful of Privacy And Data Security**

Ensure that personal opinions and posts do not reflect the company or its clients unless explicitly approved.



# Don'ts (Things that are NOT allowed)

## **1. No Client Interaction**

All employees EXCEPT employees in the Sales and Business Development are NOT allowed to connect with Zignuts Technolab's clients on social media platforms.

## **2. No Project or Client Mentions**

Do NOT post anything about ongoing, completed or planned projects, client details, or any specifics related to work. This includes social media profiles, resumes, or online portfolios.

## **3. No Confidential Information**

Do not disclose confidential information about the company, clients, or projects online, even inadvertently.

## **4. No Discussions With Competitors**

Avoid engaging in discussions with competitors, especially in ways that could compromise Zignuts' business relationships or strategies.

## **5. Avoid Negative Comments**

Do not post negative or defamatory content about clients, projects, or any employees of the company or of the clients.



# FAQs

**1. Can I share posts related to the company on social media?**

Yes, it should be promoting Zignuts in a positive way and as long as it is not related to confidential projects, client work, or sensitive business information.

**2. Can I connect with our clients on LinkedIn or other social platforms?**

No, connections with clients on social media are prohibited to protect business relationships and confidentiality agreements Zignuts have with its clients.

**3. What should I do if my client follows me or requests me to connect on Social Media?**

Gracefully decline/unfollow the request mentioning that connecting with clients on social media is against our policies and NDA.

**4. Can I mention clients or projects on my resume?**

No, you are prohibited from mentioning clients or projects on your resume or online portfolio or LinkedIn profile due to strict NDAs.

**5. Can I share technical expertise I gained during a project?**

Yes, as long as you do not disclose any client-specific information or project details. Focus on general technical skills and experiences.

**6. Can I connect with our clients or mention projects on my resume after the end of employment with Zignuts?**

No, you are not allowed to disclose any such confidential information even after the end of your employment with Zignuts. Remember that the terms of the NDA signed between you and Zignuts, and Zignuts and its clients also apply even after the end of your employment with Zignuts.

**7. What should I do if I am unsure whether to post something?**

Always consult with HR or your manager if you are unsure about the appropriateness of a post.



# Consequences of Policy Violation

Violations of this policy can lead to disciplinary action, including termination of employment, as well as potential legal consequences due to breach of data, NDAs and confidentiality agreements.



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## Contact

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