

Social Media Usage and Crisis Communication Policy

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Department: Marketing, HR, Legal

1. Objective

To provide guidelines for all corporate and employee social media activity to protect NexaCore's brand, intellectual property, and compliance standing.

2. Corporate Account Guidelines

- **Authorized Use:** Only the Corporate Marketing Team has access to and authorization to post on official NexaCore accounts (LinkedIn, X, etc.).
- **Content:** Must adhere strictly to the **Brand Voice Standard** and avoid political or overly sensitive topics.
- **Monitoring:** Corporate accounts must be monitored daily for customer service inquiries, negative feedback, and potential crisis signals. Response time for customer inquiries is < 2 hours.

3. Employee Guidelines

- **Personal Use:** Employees are free to use personal social media but must be clear that their views are their own, not those of NexaCore.
- **Confidentiality:** Employees must **never** share non-public information, intellectual property, unreleased product plans, or internal discussions.
- **Professionalism:** Employees should refrain from engaging in public arguments, making discriminatory remarks, or using unprofessional language, especially when their affiliation with NexaCore is known.
- **Client Information:** Discussing clients, even positively, requires explicit approval from the client and the Head of Communications.

4. Handling Negative Feedback and Crisis

Do not delete valid, non-abusive negative comments. Escalate immediately to the Communications lead. For potential crises, activate the **Public Relations Protocol** and use a unified, approved response only.