pAI

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9. Purpose

This policy provides guidelines for pAI employees regarding their use of social media and engagement in public communications, both for business and personal purposes. Its purpose is to protect pAI’s reputation, safeguard confidential information, ensure compliance with legal obligations, and promote responsible and professional online conduct.

1. Scope

This policy applies to all pAI employees (full-time, part-time, permanent, temporary), contractors, and consultants globally. It covers all forms of social media (e.g., LinkedIn, Facebook, X/Twitter, Instagram, TikTok, blogs, forums, wikis) and any other public communication channels, whether online or offline.

1. Definitions

| **Term** | **Definition** |
| --- | --- |
| **Social Media** | Online platforms and applications that enable users to create and share content, or to participate in social networking. |
| **Public Communication** | Any communication made to a broad audience, including but not limited to, social media posts, public speeches, media interviews, and comments on public forums. |
| **Company Representative** | An employee authorized by pAI to speak on behalf of the company in public forums or through official social media channels. |
| **Confidential Information** | Any non-public information related to pAI’s business, including trade secrets, proprietary technology, client data, and unreleased product information (see Policy HR-13). |
| **Personal Data** | Any information relating to an identified or identifiable natural person (see Policy HR-13). |
| **Defamation** | The act of making false statements that harm a person’s or organization’s reputation. |
| **Endorsement** | A public statement or action that expresses approval or support for a product, service, or organization. |

1. Policy Statement

4.1 Employees shall exercise good judgment and professionalism in all social media activities and public communications, recognizing that their online conduct can reflect on pAI.

4.2 Employees shall not disclose pAI’s confidential information or personal data of clients, employees, or partners through social media or any public communication channels (see Policy HR-13).

4.3 When engaging in social media or public communications, employees shall respect pAI’s intellectual property, brand image, and reputation, and adhere to all applicable laws and company policies (e.g., Code of Conduct HR-03, Anti-Sexual Harassment HR-02, EEO & Non-Discrimination HR-04).

4.4 Only authorized Company Representatives may speak on behalf of pAI in official capacities.

4.5 pAI reserves the right to monitor public communications and social media activities that may impact its business, reputation, or compliance.

1. Procedures / Guidelines

5.1 General Guidelines for Social Media & Public Communications

5.1.1 Professionalism and Respect: Employees shall maintain a respectful and professional tone in all online interactions. Harassment, bullying, discriminatory remarks, or offensive content are strictly prohibited.

5.1.2 Confidentiality: Employees must never disclose confidential information, trade secrets, proprietary data, or internal discussions related to pAI, its clients, or employees (see Policy HR-13). This includes financial information, product development, client lists, and internal strategies.

5.1.3 Personal vs. Professional:

\* Personal Use: When using social media for personal purposes, employees should make it clear that their views are their own and do not represent pAI’s official position. A disclaimer such as "My views are my own" is recommended if identifying as a pAI employee.

\* Professional Use: Employees engaging in social media for business purposes (e.g., LinkedIn for networking) must adhere strictly to this policy and any specific guidelines provided by their manager or Marketing/Communications.

5.1.4 Intellectual Property: Employees must respect pAI’s intellectual property rights and not use company logos, trademarks, or copyrighted material without explicit authorization.

5.1.5 Accuracy and Honesty: Employees shall ensure that any information they share related to pAI is accurate and truthful. Misleading or false statements are prohibited.

5.1.6 Avoiding Conflicts of Interest: Employees must avoid social media activities that could create a conflict of interest with pAI (see Policy HR-03, Section 5.1.1).

5.1.7 Privacy: Employees should be mindful of their own privacy settings and respect the privacy of others. Do not post personal data of colleagues, clients, or partners without their explicit consent.

5.2 Specific Guidelines for Public Communications

5.2.1 Official Spokespersons: Only designated Company Representatives (e.g., members of Senior Leadership, Marketing, or Communications) are authorized to speak on behalf of pAI to the media or in official public forums.

5.2.2 Media Inquiries: All media inquiries must be directed immediately to the Marketing or Communications department. Employees shall not respond directly to media requests unless explicitly authorized to do so.

5.2.3 Company-Managed Accounts: Access to and posting on pAI’s official social media accounts is strictly limited to authorized personnel. All content posted on these accounts must align with pAI’s brand guidelines and communication strategies.

5.2.4 Employee Endorsements: Employees should not endorse pAI products or services in a way that implies an official company endorsement unless they are authorized to do so and comply with relevant advertising standards.

Table 1 – Social Media Do's and Don'ts

| **Do's** | **Don'ts** |
| --- | --- |
| **Be Professional** | Post offensive, discriminatory, or harassing content. |
| **Protect Confidentiality** | Share pAI's confidential information or client data. |
| **Use Disclaimers (Personal Accounts)** | Imply you are speaking on behalf of pAI without authorization. |
| **Respect Privacy** | Post personal data of others without consent. |
| **Think Before You Post** | Engage in arguments or debates that could damage pAI's reputation. |
| **Report Concerns** | Ignore violations of this policy by others. |

1. Responsibilities

| **Role** | **Obligation** |
| --- | --- |
| **All Employees** | Understand and comply with this policy in all social media and public communications. Exercise good judgment and common sense. |
| **Managers / Supervisors** | Ensure their teams are aware of and adhere to this policy. Address any concerns regarding employee online conduct. |
| **Marketing / Communications** | Be the primary point of contact for media inquiries. Manage official company social media accounts. Provide training and guidance on external communications. |
| **Human Resources** | Develop, communicate, and periodically review this policy. Advise on disciplinary actions for policy violations. |
| **Legal Department** | Provide guidance on legal implications related to public communications and social media, including defamation, intellectual property, and data privacy. |

1. Compliance & Consequences

7.1 Adherence to this Social Media & Public Communications Policy is a mandatory condition of employment or engagement with pAI.

7.2 **Violations:** Any violation of this policy, including but not limited to, unauthorized disclosure of confidential information, posting defamatory or discriminatory content, or misrepresenting pAI, will be taken seriously.

7.3 **Disciplinary Action:** Violations will result in disciplinary action commensurate with the severity of the offense, up to and including immediate termination of employment or engagement.

7.4 **Legal Action:** pAI reserves the right to pursue legal action against individuals whose public communications cause significant harm to the company’s reputation, business interests, or result in legal liabilities.

1. Review & Revision History

| **Version** | **Date** | **Description** | **Author** |
| --- | --- | --- | --- |
| 1.0 | 2025-07-01 | Initial release | HR Director |