

Version: 1.0

Reviewed By: HR & Legal Compliance Team

1. Objective

Inazuma.co recognizes the impact of social media on business communication, branding, employee engagement, and customer relationships. This policy aims to guide employees in responsibly using social media platforms, both in a professional and personal capacity, to protect the integrity, reputation, and confidentiality of the organization.

Key Objectives:

- Establish guidelines for responsible social media use.
- Protect the company's brand, intellectual property, and data.
- Encourage professional, respectful, and accurate representation of the company.
- Define unacceptable behaviors and repercussions.
- Encourage employees to become responsible brand advocates.

- Build an informed culture of digital literacy and awareness.

2. Scope

This policy applies to:

- All full-time, part-time, contractual, and freelance employees.
- Interns, vendors, and third-party contractors who represent or refer to Inazuma.co on social media.

Applicable to both professional and personal use of social media, including but not limited to:

- LinkedIn, Twitter, Instagram, Facebook, WhatsApp, Reddit, YouTube, TikTok
- Company forums, blogs, discussion boards, comment sections
- Internal platforms like Slack, Yammer, or Teams with social features

3. Definitions

Term	Definition
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Social Media	Platforms that enable users to create and share content or participate in networking
Official Account	Social media accounts operated by Inazuma.co or authorized representatives
Personal Use	Employee's own social media activity that may or may not reference Inazuma.co
Proprietary Info	Any data, content, intellectual property or trade secrets belonging to the company
Brand Advocacy	Employee-driven positive engagement or promotion of the company

4. Guiding Principles

- Be Transparent:** Disclose your association with Inazuma.co when speaking on industry topics.
- Be Respectful:** Avoid inflammatory, discriminatory, or offensive comments.
- Maintain Confidentiality:** Do not post internal, financial, or client-related data.
- Uphold Brand Integrity:** Use correct logos, hashtags, tone, and language.

- Avoid Conflicts of Interest:** Do not engage in social media discussions that create perceived or real conflicts with business goals.
- Fact Check:** Only share verified information, especially when discussing products or business.
- Be a Thought Leader:** Contribute positively by sharing industry insights or personal career growth.

5. Official Use of Social Media

5.1 Authorized Personnel

Only designated employees in Marketing, Communications, or PR are authorized to:

- Create and manage official company profiles
- Publish content, respond to followers, and run campaigns
- Coordinate with external agencies for marketing deliverables

5.2 Content Guidelines

- Must align with brand tone and visual identity

- Must avoid political, religious, or controversial themes
- Posts must be proofread and approved via workflow (content calendar)
- Visual content must use licensed or original media

- Engage in professional development groups or forums

Employees must not:

- Reveal confidential company or client information
- Post photos of internal meetings without approval
- Represent themselves as company spokespersons without authorization
- Use company assets like email, trademarks, or proprietary visuals for personal posts

5.3 Crisis Communication

In case of public relations issues:

- Only designated spokespersons may respond
- Immediate notification to Legal, PR, and Executive teams
- All employees must refrain from sharing speculative or internal info related to the issue

6.1 Disclaimer

Employees should include disclaimers in their personal bios where relevant:

"Views are my own and do not represent Inazuma.co."

6. Personal Use of Social Media

Employees are encouraged to:

- Share company culture and positive news
- Support recruitment, CSR, and branding campaigns

7. Content Do's and Don'ts

Do's

Share
company
awards and
milestones

Don'ts

Share confidential
product roadmap

Comment positively on brand updates	Engage in online arguments about the company	<ul style="list-style-type: none"> Do not post images with whiteboards, calendars, or sensitive displays in the background
Support recruitment drives	Use company logo without permission	
Tag official handles in achievements	Speak to the media on company behalf without prior approval	
Post from public events	Leak unreleased features or projects	
Ask permission before tagging others	Disclose salaries, HR info, or employee grievances	

8. Data Security and Privacy

Employees must:

- Avoid sharing screenshots of internal dashboards, emails, or chats
- Ensure posts are free of client data or employee PII (Personally Identifiable Information)
- Use secure passwords for professional accounts
- Report phishing or impersonation incidents
- Avoid checking in or geotagging confidential client locations

9. Legal and Compliance

Violations of this policy may result in:

- Internal disciplinary action
- Legal action if defamatory or unlawful content is posted
- Reputational damage that affects employment status or project assignments

Examples of Violations:

- Breach of client NDA through post
- Posting false or misleading company information
- Use of hate speech or discriminatory language
- Endorsing competitor products in conflict with contract terms

9.1 Regulatory Compliance

Inazuma.co must comply with:

- IT Act, 2000
- GDPR and applicable privacy laws
- Employment and labor laws related to free speech and workplace harassment

1. Report submitted or incident detected
2. HR and Legal initiate risk assessment
3. Employee is contacted and asked to explain
4. Mitigation, correction, and disciplinary actions are taken
5. Case is closed with report documentation

10. Monitoring and Enforcement

- The IT & Compliance teams monitor official account activity.
- Random audits of public personal accounts may be conducted in specific risk cases.
- Violations must be reported to socialcompliance@inazuma.co

Violation Type	Potential Action
Minor	Warning and social media training
Moderate	Suspension of privileges, performance review impact
Major	Termination and legal consequences

10.1 Incident Response Flow

11. Social Media Training

Training Module	Frequency	Target Audience
Brand Representation	Annually	All employees
Data Security on Social	Bi-annually	Marketing, Tech, Support
Platform-specific Best Use	Quarterly	Social Media Managers
Crisis Response Protocols	Annually	PR and Legal Teams
Influencer Guidelines	Onboarding	Leadership, Executives

12. Social Media Engagement Strategy

Inazuma.co encourages:

- LinkedIn content from thought leaders in the organization
- Cross-functional hashtag campaigns (e.g., #LifeAtInazuma)
- Employee advocacy programs with recognition and rewards

12.1 Monthly Engagement Themes

Month	Theme	Sample Content Ideas
January	Innovation and Goals	"How we build better D2C in 2025"
March	Women's Empowerment	Stories from our women leaders
June	Sustainability	Green initiatives at Inazuma.co
October	Cybersecurity Awareness	Employee tips on staying secure online

This policy will be reviewed annually or upon:

- Change in applicable law
- Security breach or social media incident
- Recommendations from Internal Audit or Compliance Committee

13.1 Review Log

Date	Reviewed By	Changes Made
[In se rt]	Legal & HR	Initial policy draft
[In se rt]	Social Media Task Force	Added employee advocacy and crisis sections

13. Review and Amendments

14. Acknowledgement

All employees are required to read and sign this policy during onboarding and upon major updates.