



**TCC GROUP**

## **TAI CHONG CHEANG STEAMSHIP SOCIAL MEDIA POLICY**

### **1. Background**

This Tai Chong Cheang Steamship (TCC) Social Media Policy is intended to provide all employees both at sea and in our offices (collectively, “Employees”) of TCC with a basic policy on the use of social media.

Social media is a valuable, easy-to-use service and tool. However, using it in the **wrong** way may not only damage business confidence in TCC and the TCC image in the global shipping and maritime markets, but could even lower confidence so far as to endanger TCC’s existence as a company.

In times of a crisis for TCC either via a vessel we manage or another asset in difficulty in a situation which may attract public/media attention, social media must be used with the utmost care and discretion.

For the purpose of compliance, TCC has established the TCC “Code of Conduct” prescribing our basic concept for fulfilling corporate social responsibility, and based upon the TCC Code of Conduct prescribing our guidelines for corporate and employee actions.

### **2. Social Media Policy**

#### **2.1 Scope**

Every Employee of TCC both at sea or ashore, regardless of his/her organizational unit or form of employment, will comply with the following:

#### **2.2 To realize that what is said as a private person may be understood as spoken on behalf of TCC**

- To remember that he/she is an Employee of TCC and take care not to mislead his/her readers/followers into thinking that he/she is speaking on behalf of TCC, whether or not he/she mentions to TCC in the post.
- To avoid stating his/her personal opinions or views in a way that may be interpreted as a public statement made on behalf of TCC.
- To avoid using social media if possible during a time of crisis for TCC. In cases where social media usage is unavoidable, its use should be for personal communication only and should not refer directly or indirectly to an incident in which the employee is involved.

#### **2.3 Compliance with applicable laws and regulations and TCC Guidelines**

To comply with laws and regulations, and TCC guidelines, and not to infringe any intellectual property right or other right of others.

#### **2.4 To be honest and responsible**

- To be responsible for what he/she has posted.
- To realize that his/her post may be seen by an unspecified large number of people and respect that

readers/viewers may make their own individual interpretations on his/her post.

- To be aware that emotional communication in a crisis situation (for example a casualty situation on board one of our managed vessels) is very likely to prolong unnecessary commentary, increase misunderstanding and make the situation worse.
- To respect the rights of the person he/she is posting about and the opinions of his/her readers.
- Not to post anything that offends accepted social standards of decency.

#### **2.5 To respect the confidentiality of certain information**

- Not to post any personal or confidential business information about TCC or TCC’s stakeholders for example shareholders, principals, bankers, insurers, suppliers, Class Socs, Flag States, etc.
- Not to post any information that is not publicly available and is learned in the course of his/her jobs.

#### **2.6 To realize that information once posted online cannot be deleted**

To make a post upon the understanding that information once posted online may be unable to completely deleted and may be publicly available for a long time.

#### **2.7 To realize how fast information spreads online**

To make a post upon the understanding that it is quite easy to copy and cite the information posted online and it may fast spread to other media.

### **3. To our Principals and other users of social media sites**

#### **3.1 TCC’s public social media accounts**

TCC’s corporate website [www.tccfleet.com](http://www.tccfleet.com), will be used to post information and updates

#### **3.2 Posting by other accounts**

Please be aware that any post made by any Employee of TCC at other than on the TCC’s public accounts is not necessarily a public statement or view of TCC.