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MACROCOMM GROUP HUMAN RESOURCES SOCIAL MEDIA POLICY

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STAKEHOLDER NAME AND DESIGNATION	SIGNATURE	DATE
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1 Purpose of the Policy

This policy provides Macrocomm management and employees with company applicable rules for the use and application of social media. This Policy applies to the use of social media for i) company purposes in an official social media release by authorised management and ii) the use of social media platforms by employees in their capacity as employees of the company and in their private capacity.

2 Policy definition

- 1.1. This policy applies to the use and application of social media by Macrocomm and its employees on interactive web-based applications. Such on-line interactions results in user-generated content such as text posts and comments, digital photos and videos becoming publicly available. Users also create profiles for the website or applications that are designed and maintained by a social media organization. Online social networks are created by connecting a user's profile with those of other individuals or groups.
- 1.2. For the purpose of this policy, social media interaction therefore includes participating in or placing content on social media, for example, blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others. Social media platforms include Facebook, Instagram, WhatsApp, Twitter, LinkedIn, Telegram and the like and are accessed from electronic devices such as the desktop, laptop, smart phones, notebooks, tablets and like devices.

3 Responsibilities

- 3.1 Maintenance and management of the company's official social media platforms is the responsibility of the Head of Marketing.
- 3.2 The Head of Marketing is responsible for responding completely and accurately to any public posts for content posted on social media channels and platforms.
- 3.3 The Head of Marketing has oversight on compliance and management of the Company's social media platforms.
- 3.4 The Head of Marketing may assign administrator roles on the Company's social media platforms.
- 3.5 Top management may act as a spokesperson for social media purposes or designate an employee to act as a spokesperson.
- 3.6 Employees in general have the responsibility to adhere to acceptable conduct to protect the Company's image, reputation and compliance with laws and legislation when representing Macrocomm on social media.

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4 Principles

The following principles apply to professional use of social media on behalf Macrocomm as well as personal use of social media when referencing Macrocomm.

- 4.1 Employees need to know and adhere to the Employee Handbook, (MCT-PO-EHB08) and other company policies when using social media in reference to Macrocomm.
- 4.2 Employees should be aware of the effect their actions may have on their images, as well as Macrocomm 's image, reputation and legal obligations. The information that employees post or publish may be public information for a long time.
- 4.3 Employees should be aware that Macrocomm may observe content and information made available by employees through social media that in any manner references Macrocomm, its employers, customers, suppliers, vendors or members. Employees should use their best judgment in posting material so as to prevent action that is inappropriate, defamatory, harmful or interferes with the privacy of the aforesaid.
- 4.4 Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that:
 - 4.4.1 are defamatory, pornographic, proprietary, harassing, libellous; or
 - 4.4.2 that can create a hostile work environment or discontent between employees or employees and the company;
 - 4.4.3 are proprietary as intellectual property to Macrocomm other than for permitted use by employees, such as Macrocomm's logo on the email or on letterheads;
 - 4.4.4 interfere with the privacy of other employees and persons and include Personal Information as defined in the company's POPIA (Protection of Personal Information Act) policy
- 4.5 Employees are not to publish, post or release any information that is considered confidential or private. If there are questions about what is considered confidential, employees should consult with the Top Management.
- 4.6 Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Head of Marketing and Top Management.
- 4.7 Employees should get appropriate permission before they refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- 4.8 Social media use should not interfere with employee's responsibilities at Macrocomm.

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- 4.9 Macrocomm's computers, laptops and cell phones are to be used for business purposes only. When using Macrocomm's property, use of Macrocomm's owned devices for participating on social media platforms for business purposes is allowed, subject to the rules contained in this policy. Personal use of Macrocomm's devices for use social media platforms or personal blogging of online content is NOT ALLOWED.
- 4.10 Employees should take into consideration that their use of social media will be perceived as representing Macrocomm and should tailor their use accordingly.
- 4.11 Personal use of Macrocomm- owned devices for participation on social media platform after working hours in contravention of Macrocomm's Code of Conduct, this policy or any other company policy is not allowed.

5 WhatsApp Group

- 5.1 Social Chat platforms used for business (WhatsApp groups) are strictly for business purposes only. Only content relating to the organisation may be discussed. No other content (jokes, memes etc) is allowed to be posted onto the group.
- 5.2 No arguing and heated opinions will be permitted.
- 5.3 Any post that contains racism, sexism, xenophobia, homophobia, ethnically divisive remarks or any other topic that offends and disturbs the tranquillity of the group should be avoided.
- 5.4 Never use the group to berate someone else or air grievances. If you have an issue address it with the relevant person or management directly.
- 5.5 Post your message in one single text message, don't post every word or sentence in a new message.
- 5.6 Do not have one-on-one conversations in the group. Switch to private messages.
- 5.7 Avoid discussing details of a sensitive nature, which is still being resolved within management.

6 Contravention of the Policy

- 6.1 Subject to applicable law, any action or activity by employees that violates this policy may subject an employee to disciplinary action or termination.