



# **S.B. Multimedia Pvt. Ltd (IBC24)**

## **Guidelines on Social Media**

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## **Policy Nomenclature**

**Policy Title: Guidelines on Social Media**

**Policy Authorizer: COO**

**Decision**



**Approved**



**Unapproved**

### **For Circulation**

S.No.	Work Unit	Name	Purpose*	Date	COPY (E/H)#
1	COO's Office	Vidyadhar Khatavkar	IFR & A		E
2	All HODs		IFI		

\*: IFI: Issued for  
 Information, IFC:  
 Issued for  
 Comments IFR:  
 Issued for  
 Review  
 IFR & A: Issued for Review & Approval,  
 IMP: Issued for Implementation

# E-Electronic H -Handout

## Table of Contents

S.NO.	Topic	Page No.
1.0	Introduction	5
2.0	Scope	5
3.0	Guidelines	5-6

### Guidelines on Social Media

## 1.0 Introduction

Social Media has emerged as a dynamic medium for people to connect & communicate with each other. It is impacting the way individuals work as technology has endowed them with the ease of exchanging information with masses at large. **IBC24** strongly believes that this kind of interaction can help in building & sustaining successful business relationships with its stakeholders, customers, viewers, etc.

The set of guidelines encourage its people to actively take part in social media simultaneously keeping up with authenticity, confidentiality & values of the organization.

## 2.0 Scope

- a) This applies to all payroll employees, consultants & contractual employees of **IBC24 PAN India and SBMMPL**.

## 3.0 Guidelines

- a) **Authenticity** – Participation in Social Media shall always be done on user's personal behalf unless otherwise explicitly authorized by the company.
- b) **Transparency & Honesty** – Anonymity is never an option while expressing views on a public website. Adequate identification of the user shall be done, the use of real name, the professional designation (if required) shall be clearly published. A regular updation of digital profile shall be done in order to ensure that reality is always reflected.
- c) **Consistency** – If a person identifies himself as an employee of **IBC24**, he shall always be consistent as well as accurate in describing his professional background on all the websites. Also, it shall be ensured that the position he upholds with his clients & customers is same as what he originally holds in the organization & his function.
- d) **Disclaimer** – Whenever content is published on social media, the use of disclaimer shall be ensured. A clear representation of the views & opinions of the user should be displayed along with the following disclaimer:

***"The articles published at this website voice my personal opinions"***

***and do not necessarily represent the views of IBC24-”***. We suggest consulting the Editor for guidelines regarding the publication of personal information on third-party networks.

- e) **Respect Laws & Rights all the time** – One shall be judicious while disclosing the personal data. Special attention shall be paid to content relating to intellectual property; protection of privacy shall be considered on priority. **Also, publishing rumors and/or confidential information about the company may hamper the company’s image; therefore any such publication shall be considered as an offense & shall call a legal action against the user.**
- f) **Use of Logos & Trademarks of IBC24** – **One shall not use IBC24 logos or trademarks as a part of his personal postings even on his personal websites/ blogs unless he is approved to do so.**
- g) **Respect for the viewers** – One shall always respect the viewers/ audience he caters to. He shall come always across as warm & approachable in his conduct in his conversations. He shall take special considerations while judging on topics relating to politics, religion, ethics and other sensitive issues.
- h) **Publishing True Content & Avoiding misrepresentation** – One shall be sure & confident about the accuracy of the content he publishes. In any case, he shall avoid positioning himself as an expert if he is not. He shall always be careful when posting **IBC24** -related content pertaining to areas which are other than his vertical.
- i) **Adds Value** - One shall provide value by intelligently developing and sharing his content. **IBC24** may be associated with what is being published; thus, the opinions that are posted strengthen the values & personality of the organization.

Any communication/ conversation/ post which does not adhere to the guidelines mentioned above or which the organization needs to know shall be reported to [it@ibc24.in](mailto:it@ibc24.in). If you have any questions regarding the guidelines set forth in this document, please seek the support or guidance of **IT Head/ HR**.