

SOCIAL MEDIA POLICY

Tricon encourages its team members to be brand ambassadors on behalf of the company. As the online environment continues to mature, the opportunities for Tricon team members to communicate is evolving too. While social media creates new opportunities for individual expressions, it also creates lot of responsibilities. As a Triconite, you are perceived by our customers, partners, and any other parties as a representative of Tricon. Your participation on social media platforms is a reflection on Tricon; if it is with reference to your work, or not.

This policy deals with the basic steps in your social media journey. Social media applies not only to Facebook, Twitter, and LinkedIn, but also applies to other platforms you may use that include user conversations, which you may not have included under social media. Platforms such as YouTube, Flickr, blogs, and wikis are all part of social media.

When you mention your employer details on social media; you can proudly disclose that you work for Tricon. This also emphasises on the fact that you would not mention names of any customers whom we work with; on your social media profiles (as your employer or customer) or during any conversations on any of these platforms , as it would be a breach of confidentiality terms too. You must also refrain from sharing Private and Sensitive Private Information about other Triconites clients, partners, and any other stakeholders.

Social media communication spreads swiftly and your posts gets accessible within seconds. This makes it extremely tricky to correct an inaccurate message once you have shared it. The best thing to do is double check all content before you share it, both for precision and to make sure it fits into our confidentiality terms and any restrictions that may apply.

Your social media engagements must be carried out in the right manner. If you are not an expert on a subject, share details with the concerned authority rather than responding yourself. Please respond on behalf of Tricon only if you are officially authorized to do so.

All Triconites must refrain from avoid posting content that might contain legal inferences, intellectual property that belongs to other companies, and offensive language. Everything you post online can be traced back to you, so one must be double sure on what they post on these platforms. Your post may have been shared and saved already and would not help even if you delete it later. Even something inappropriate in your profile may not stop someone else online from complaining about your activity and noting that you work for Tricon.

If you participate in social media activities as part of your job role at Tricon, or an account created for us, that account may be considered Tricon property. If that account is Tricon property, you will not try to change the password or the account name or create a similar sounding account or claim any ownership of the contacts and connections you have gained through the account, while leaving the company. This does not apply to personal network that you may access at work but would certainly apply to all other business-related accounts.

However, if you do not follow the standards laid out above while engaging in social media channels, you could face serious consequences in agreement with the laws of the country where you are employed. Expecting everyone to go through these basic points clearly and comply to them as well.