

Presence in social media

iClick disseminates its news using social media. Similar to media communication, dissemination of iClick news in social media should be authorized and coordinated by the Marketing and Public Relations Department. As a staff member of iClick, you can read and share the company news published in social media sites. Nonetheless, actively participating in conversations revolving around sensitive topics on social media sites representing iClick is not encouraged. There is always an ambiguity between a personal individual and a staff member of a company when it comes to social media identity. We should all be aware that journalists sometimes take content directly from social media sites for their stories. In addition to the above, please see below some reminders:

- Do not discuss any business matters relating to iClick on social media. Words and images that appear in the social media sites can be easily used in news reports.
- Comments made in social media sites about iClick, our peers or customers may be taken as iClick's official response.
- Authorized spokespeople should not engage with journalists via social media without prior approval from the Marketing and Public Relations Department.

- Instant messages from journalists should be handled carefully. Some journalists hope to catch you off guard by using a different format of conversation or changing the formal atmosphere.
- Comments on politics and socially sensitive issues in social media may draw media attention easily.
- Do not say anything in social media that you do not want to be seen in news reports.

社交媒体行为指引

爱点击会透过社交媒体发布公司的消息。和媒体传播一般，所有于社交媒体发布的公司新闻应经由市场及公关部同意并安排。与此同时，爱点击鼓励员工积极转发分享爱点击官方微信、微博、LinkedIn 所发表的公司新闻与行业洞察。不过，我们并不鼓励员工以爱点击代表身份在社交媒体上积极参与话题性质敏感的讨论。社交媒体的普及模糊了人们作为企业员工与独立个体的界限，个人的社交媒体分享在大众眼中通常与其职务及所在公司紧密相关，并有可能被媒体摘录引用到其他文章或语境中。

在遵循上述基本媒体应对指引的基础上，爱点击所有员工（包括发言人）在社交媒体上需尽量留意：

- 避免社交媒体上讨论任何与公司业务相关的事宜。上载至社交媒体的文字及图像可轻易地被媒体或记者用于其新闻报导文章。

- 避免在社交媒体上发表有关公司、同业或客户的言论，因言论有可能被认为是公司的官方回应。
- 获授权的公司发言人在未获得市场及公关部同意前，不应在社交媒体与记者联系或互动。
- 如收到记者发送的短讯（如短信、QQ、微信讯息等），应谨慎处理。部份记者可能希望透过使用不同的或较轻松的沟通模式来令你降低戒备。
- 在社交媒体上就政治或社会争议性热点等敏感话题发表过激看法，可能会轻易引起媒体注意。
- 不要在社交媒体上发表任何你不希望被媒体引述或刊登的言论。