

# Social Media Guidelines

## Position Green | 2024

## Social media guidelines

These guidelines apply to Position Green's employees and pertain to online conversations or commentaries and the use of social media platforms.

Position Green's continued success is contingent on the trust from current and prospective customers; groups which are heterogenous and have a diversity of opinion that we must respect. While all Position Green employees are welcome to participate in conversations on social media, we expect everyone to follow these simple yet important guidelines, developed to secure our reputation and assets:

- **Confidential information:** Do not share confidential information related to Position Green, our customers or partners. Confidential information may include non-public information regarding business plans and strategies, trade secrets or privacy protected information.
- **Legal processes:** Do not comment on legal or regulatory matters pertaining to Position Green.
- **Tone of voice:** Post meaningful and respectful comments. When disagreeing with the opinion of others, keep it appropriate using a polite tone of voice.
- **Add value:** Statements must be true and not misleading; all claims must be substantiated, and opinions should be separated from facts.
- **Express your opinions:** Only authorized personnel may make statements on Position Green's behalf. Be mindful about expressing opinions related to the core business of Position Green. Examples include commenting on posts published by controversial companies (please refer to our [Ethical guidelines](#) for more information) or when expressing key takeaways from a professional event or customer meeting.
- **Openness:** Be transparent and state that you work at Position Green if commenting on issues pertaining directly or indirectly to Position Green.
- **Respect your own privacy:** Do not send or post personal information.
- **Position Green photos:** It is not allowed to post photos containing confidential information from Position Green's conferences, meetings, or office retreats on social media. Posting photos of colleagues from aforementioned events is allowed if consent has been obtained from those colleagues.
- **Password:** Don't use the same passwords for your corporate accounts as for your accounts on social media. For security reasons, you should use unique passwords with a minimum of 12 characters for all your accounts.

Why is this important? When we engage on LinkedIn in our professional capacities as employees of Position Green, we have a fantastic potential to boost Position Green's brand and how we are perceived. However, this also implies that we need to take individual responsibility not to do harm to Position Green's brand and how we are perceived in the market. When posting content on LinkedIn, or any other professional/work-related social media, assume people you are communicating with will associate you with Position Green.

Our overall goal is simple: To participate online in a respectful and relevant way that protects and builds our reputation. We encourage all our employees to mention Position Green on LinkedIn and share company posts, stories, events and updates.

Do you have any questions relating to these guidelines, please contact Louise Alsheimer-Niklasson (Chief Marketing Officer).