

This policy aims to minimize risks to our business arising from the use of social media, internet postings, and online communications. It applies to all forms of social media, including but not limited to Facebook, LinkedIn, X, TikTok, Threads, Instagram, Snapchat, WhatsApp, blogs, vlogs, podcasts, and any other online platforms. The policy covers both business and personal use that may affect our organization.

This policy does not form part of any employee's contract of employment and may be amended at any time.

## **Scope & Definitions**

**Social media** refers to any online platform or tool that enables users to create, share, or exchange content, including social networking sites, blogs, forums, and messaging apps.

## **Personal Use of Social Media**

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy and all related company guidelines.

## **Prohibited Use**

Employees must not:

- Make social media communications that could damage our business interests or reputation.
- Defame or disparage the company, staff, or third parties; harass, bully, or unlawfully discriminate; make false or misleading statements; or impersonate others.
- Express opinions on behalf of the company unless expressly authorized and trained.
- Post comments about sensitive business topics, performance, trade secrets, confidential information, or intellectual property.
- Use company logos or trademarks in social media postings or profiles without prior approval.
- Share contact details of business contacts outside authorized channels. Upon termination, all such information must be returned and deleted from personal accounts.
- Use AI-generated content to represent the company without prior approval.

Any misuse of social media must be reported immediately.

## **Guidelines for Responsible Use of Social Media**

- Make it clear you are speaking on your own behalf. Use first person and a personal email address.
- Be respectful and professional. Remember that all communications are public and permanent.
- If disclosing your affiliation with the company, state that your views do not represent the employer unless authorized.
- Ensure your profile and content align with the professional image expected by clients and colleagues.
- If unsure about a post, consult your manager before publishing.
- Report any social media content that disparages or reflects poorly on the company.
- Any post mentioning or linking to Hercules PLC must be approved by the Communications team.

## **Data Privacy & Cybersecurity**

Employees must not share personal data, client data, or confidential company information on social media. Breaches of data protection laws will result in disciplinary action.

## **Monitoring & Reporting**

The company reserves the right to monitor public social media activity referencing the organization. Employees must report suspected breaches immediately.

## **Breach of Policy**

Breaches will be investigated under the company's disciplinary procedure. Sanctions may include warnings, suspension, or termination depending on severity. Employees may be required to remove content that violates this policy. Failure to comply may result in further disciplinary action.

This policy should be read in conjunction with PD 19 Media Relations Policy.

Employees, learners, visitors, contractors and temporary staff are to fully support this policy through their active participation and co-operation.

The CEO shall review this policy annually or following significant changes.



Brusk Korkmaz  
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Hercules PLC

Approved on: 01/12/2025

			
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