

THE DO'S AND DON'TS OF SOCIAL MEDIA IN THE WORKPLACE

Weststar's social media policy is based on the premise that all Weststar employees are trusted to make good decisions when using social media at all times no matter where and who you are on social media. Your online activities may have negative implications to the Weststar brand, name and reputation.



Do

- ✓ Understand and obey Weststar's company policy on social media.
- ✓ Help shed positive light on Weststar, especially when you could promote stories about the employees, company's initiatives, and CSR campaigns.
- ✓ Speak in first person, state clearly that the views or opinions expressed are your own.
- ✓ Get your facts right, support your opinions with facts and cite the sources of your contents.
- ✓ Think twice before posting. Remember, you can never hide your digital footprint from the world.
- ✓ The use of social media must not interfere with business or office commitments.
- ✓ The use of social media must be minimal and take place substantially outside of normal working hours, for example, during breaks and lunchtime.
- ✓ Be honest and open, but be mindful of the impact your online contribution might make to people's perceptions of the Weststar.

Don't

- ✗ Share disclose, sensitive, private or confidential information about Weststar on social media or post any defamatory, vulgar, obscene or threatening materials online.
- ✗ Post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory, obscene, threatening or inappropriate content.
- ✗ Don't ever access, store, send or post pornography or other indecent or offensive material or even connect to online gambling sites or conduct unlawful activities.
- ✗ It's prohibited to store or transmit image or (streaming) media files or otherwise generate high network traffic or data storage costs due to personal use.
- ✗ Never speak on behalf of Weststar, use a disclaimer if you must.
- ✗ Misuse or abuse the Weststar logo in any way.
- ✗ Post, share or forward anything illegal or disallowed against the company's policy.
- ✗ Complain about your work or job on the Internet, where your colleagues or clients could see. Seek advice from your superior if you have any issues with your workloads.
- ✗ Post things you would be embarrassed to have your closed families, friends, colleagues or bosses see.
- ✗ Post, share or forwards other people's materials without their approval, always cite your contents.
- ✗ Post, share or forward anything that is baseless, or without facts or without citations.

“Safety FIRST”