



## Social Media Policy

Newline Logic Limited ('the Company'), trading as Daracore, believes in open communication. However, numerous new ways of communication are changing the way we talk to each other and even to our clients, target audiences and partners. In order to avoid any problems or misunderstandings, we have a few policy guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable employee of the Company:

- When you discuss the Company or brand-related matters on the internet, you must identify yourself with your name and, when relevant, your role at the Company. A limited number of staff are designated as official spokespersons for the company, so if you are not one of them you must make clear that you are speaking for yourself and not for the Company. Please always write in the first person and don't use your company email address for private communications. Please consider that even anonymous postings on Wikipedia can be traced back to the Company.
- You are personally responsible for the content you publish on blogs, wikis or any other forms of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable; please review. If you are still unsure and it is related to the Company and its brand divisions, talk to your Manager.
- Just because information is on the internal network (intranet) does not mean it is ok to let the rest of the world know about it. If an item features the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone who is not employed by the Company, No exceptions. Messages from our Directors to all employees are not meant for the media.
- It is perfectly fine to talk about your work and have a dialogue with the community but it is not okay to talk about Clients, Projects, Finances or PSL statuses. Your employment contract has a confidentiality agreement; you are expected to follow it.
- Be aware that if you include information about your job or the company on your personal social media accounts, any inflammatory, derogatory or offensive comments will have a negative impact on the company and is likely to cause serious consequences, both for the individual and for the wider business. Any offence caused, even without company information visible on your profile, has the potential to be linked back to the Company that could result in criticism, complaints and severe reputational repercussions.
- Do not comment on work-related legal matters unless you are an official spokesperson, and have the legal approval from the Company Directors. In addition, talking about revenues, rates decisions, unannounced financial results or similar matters will get you, the Company or both into serious trouble. Stay away from discussing financial topics and predictions of future performance at all costs.
- Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as a Company representative, please dress and behave accordingly. We all appreciate respect.
- Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- Please respect copyright. If it is not yours, don't use it. It is the copyright owner's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Don't cite or reference Clients, Partners or Suppliers without their prior approval. When you do make a reference, where possible, link back to the source.
- Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your Facebook, Linked-in, or Twitter profile and related content is consistent with how you wish to present yourself with clients and colleagues.
- Even if you act with the best intentions, you must remember that anything you put out there about the Company can potentially harm the company. This goes for all internal media such as the intranet. As soon as you act on the Company's behalf by distributing information, you are upholding the Company's image. Please act responsibly, if in doubt please contact your manager before you hit the send button.

Authorised by the Directors, for and on behalf of Newline Logic Limited, trading as Daracore:

Signed:  
  
**Kevin Hodggers**

Director

March 2020