

iPloy Social Media Policy

iPloy recognizes that employees use social media tools as part of their daily lives. Employees should always be mindful of what they are posting, who can see it, and how it can be linked back to the organization and work colleagues.

All employees should be aware that iPloy regularly monitors the internet and social media about its work and to keep abreast of general internet commentary, brand presence and industry/customer perceptions. iPloy does not specifically monitor social media sites for employee content on an ongoing basis, however employees should not expect privacy in this regard. iPloy reserves the right to utilize for disciplinary purposes any information that could have a negative effect on the company or its employees, which management comes across in regular internet monitoring, or is brought to the organization's attention by employees, customers, members of the public, etc.

All employees are prohibited from using or publishing information on any social media sites, where such use has the potential to negatively affect iPloy or its staff. Examples of such behavior include, but are not limited to:

- Publishing material that is defamatory, abusive or offensive in relation to any employee, manager, office holder, shareholder, customer or client of the company;
- Publishing any confidential or business-sensitive information about iPloy;
- Publishing material that might reasonably be expected to have the effect of damaging the reputation or professional standing of the company.

Procedure:

All employees must adhere to the following when engaging in social media.

- Be aware of your association with the company when using online social networks. You must always identify yourself and your role if you mention or comment on the company. Where you identify yourself as an employee, ensure your profile and related content is consistent with how you would present yourself with colleagues and clients. You must write in the first person and state clearly that the views expressed are your own and not those of iPloy. Wherever practical, you must use a disclaimer saying that while you work for the company, anything you publish is your opinion, and not necessarily the opinions of the company.

- You are personally responsible for what you post or publish on social media sites. Where it is found that any information breaches any policy, such as breaching confidentiality or bringing the company into disrepute, you may face disciplinary action up to and including dismissal.

- Be aware of data protection rules – you must not post colleagues' details or pictures without their individual permission. Employees must not provide or use their company password in response to any internet request for a password.
- Material in which the company has a proprietary interest – such as software, products, documentation or other internal information – must not be transmitted, sold or otherwise divulged, unless the company has already released the information into the public domain. Any departure from this policy requires the prior written authorization of the management.
- Be respectful always, in both the content and tone of what you say. Show respect to your audience, your colleagues and customers and suppliers. Do not post or publish any comments or content relating to the company or its employees, which would be unacceptable in the workplace or in conflict with the company's website. Make sure the views and opinions you express are your own.
- Recommendations, references or comments relating to professional attributes, are not permitted to be made about employees, former employees, customers or suppliers on social media and networking sites. Such recommendations can give the impression that the recommendation is a reference on behalf of the iFly, even when a disclaimer is placed on such a comment. Any request for such a recommendation should be dealt with by stating that this is not permitted in line with company policy and that a formal reference can be sought through HR, in line with the normal reference policy.
- Once in the public domain, content cannot be retracted. Therefore, always take time to review your content in an objective manner before uploading. If in doubt, ask someone to review it for you. Think through the consequences of what you say and what could happen if one of your colleagues had to defend your comments to a customer.
- If you make a mistake, be the first to point it out and correct it quickly. You may factually point out misrepresentations, but do not create an argument.
- This policy extends to future developments in internet capability and social media usage.

In addition to the above rules, there are many key guiding principles that employees should note when using social media tools:

- Always remember on-line content is never completely private;
- Regularly review your privacy settings on social media platforms to ensure they provide you with sufficient personal protection and limit access by others;
- Consider all online information with caution as there is no quality control process on the internet and a considerable amount of information may be inaccurate or misleading; and

- At all times respect copyright and intellectual property rights of information you encounter on the internet. This may require obtaining appropriate permission to make use of information. You must always give proper credit to the source of the information used.

Specific Managerial Responsibilities

By their position, Managers have obligations with respect to general content posted on social media. Managers should consider whether personal thoughts they publish may be misunderstood as expressing the company's opinions or positions even where disclaimers are used. Managers should err on the side of caution and should assume that their teams will read what is written. A public online forum is not the place to communicate company policies, strategies or opinions to employees.

Enforcement / Progression

Non-compliance with the general principles and conditions of this social media policy and the related internet, e-mail and confidentiality policies may lead to disciplinary action, up to and including dismissal. This policy is not exhaustive. In situations that are not expressly governed by this policy, you must ensure that your use of social media and the internet is always appropriate and consistent with your responsibilities towards the company. In case of any doubt, you should consult with your manager.

Infractions for this policy is tagged under Level 2 offense and follow these progression:

- 1st Instance – Written Warning
- 2nd Instance- Final Written Warning
- 3rd Instance- Dismissal

Employee Acknowledgement

I have read, understand and agree to comply with the foregoing policies, rules and conditions governing the use of all property of iPloy and all work and conduct completed on or with the assistance of iPloy property. Further, I agree to abide by the Social Media Best Practices when using social media sites on my personal time and when my affiliation with iPloy regarding those sites is known, identified, expected or presumed.

Name: _____

Signature: _____

Date: _____