



SOCIAL MEDIA

GUIDELINES



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1 Introduction


Social media is a virtual platform that enables users to network, create, view, utilise and share virtual contents, latest developments and opinions with families, friends and colleagues.

Social Media usage entails risks and responsibilities. To assist you in making informed decisions when using Social Media in your capacity as an employee, Group Corporate Communications have established a guideline adopted by MMC Corporation Berhad in respect of its employee's conduct when using the various Social Media platforms ("**Social Media Guidelines**").

2 Definitions

- i. "**MMC**" or "**Company**" refers to MMC Corporation Berhad.
- ii. "**Group of Companies**" or "**Companies**" refers to MMC Corporation Berhad, its subsidiaries and associate companies.
- iii. "**Employee**" refers to an individual employed by the Company or its Group of Companies under a permanent, contractual or temporary basis, including individuals undergoing internship programme with any of the relevant company within the Group of Companies.
- iv. "**Confidential Information**" refers to the Group of Companies' data, report or material which relates to, among others, financial information, business plan or strategy, internal communications, circulars, employee's information, customer's information, partner's information, project details, intellectual property, design plans, internal operations, internal crises or misconducts and legal matters circulated for internal usage or any other information that the Group of Companies deem as confidential.
- v. "**Social Media**" is a collection of internet-based communication tools that enable individuals or organisations to create, share, or exchange information, ideas, and pictures/videos within virtual communities and networks.
- vi. "**Social Media Platform**" refers to any internet-based software that allows the creation, development and management of social media services. Social Media Platform includes, but not limited to, the following:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - WhatsApp
 - BlogSpot

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- Tumblr
- WordPress
- YouTube


- vii. **“Social Media Usage”** refers to all means of networking, communication, posting of information, or content of any type on Social Media Platform, including the employee's or a third party's Social Media Platform including blogs, online journals, personal websites, social networking sites, web bulletin boards or chat rooms, whether or not associated to or affiliated with the Group of Companies.
- viii. **“Company's Equipment”** refers to any electronic device or gadgets provided by MMC Corporation Berhad, its subsidiaries and associate companies to its employees to conduct their duties with the company.

3 Objectives

3.1 The aim of the Social Media Guidelines is to outline an acceptable practice of Social Media Usage in the best interest of MMC and its Group of Companies. To this end, the objectives of the Social Media Guidelines are as follows:

- 3.1.1 To ensure that Social Media Usage by the Employees do not adversely affect or prejudice the interests and reputation of MMC and its Group of Companies;
- 3.1.2 To prevent unreasonable and excessive usage of Social Media during working hours which may potentially affect employee's productivity;
- 3.1.3 To instil a sense of discretion and accountability on the Employees in respect of their Social Media Usage;
- 3.1.4 To prevent any unauthorised disclosure of confidential information belonging to MMC or its Group of Companies via Social Media to the public;
- 3.1.5 To safeguard against the risk of misrepresentation leading to diminished corporate reputation of MMC and its Group of Companies;
- 3.1.6 To avoid potential misappropriation of resources belonging to MMC and its Group of Companies due to unwarranted and unreasonable usage of Social Media.

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4 Social Media Guidelines

4.1 The Social Media Guidelines is an extension to the existing policies of MMC and its Group of Companies which includes, among others, the following:

- IT Policy;
- Employee Handbook and Code of Conduct;
- Code of Ethics;
- Corporate Disclosure Policies and Procedures; and
- all other company policies, guidelines, standards, rules and regulations.

4.2 The Social Media Guidelines aims to safeguard the interests of the Company, its Group of Companies and the Employees. The purpose of the Guidelines is to ensure that Social Media Usage, either for personal or work-related purposes, is guided by the Company's expectations as outlined under this Guidelines where the subject matter referred to on Social Media relates to MMC or its Group of Companies, services, individuals, competitors, the authorities and/or other business-related individuals or organisations.


4.3 Social Media Usage must be exercised responsibly to avoid any damage to the Company's proprietary and confidential information as well as reputation. As such, Employees must always be aware that any content shared on Social Media can and may be viewed by not only the employee's friends, family, colleagues and acquaintances but also other stakeholders of the Group of Companies i.e. the clients of the relevant Companies, shareholders, regulators and the communities where the Company and its Group of Companies operate.

4.4 The Social Media Guidelines also applies to an employee's use of his/her personal Social Media Platform where reference to MMC and its Group of Companies is made directly or indirectly on Social Media via status updates, file uploads, and/or sharing of photos and/or videos.

4.5 In view of the foregoing, the Social Media Guidelines requires the Employees to observe the following when engaging in Social Media Usage:

- a. to avoid misrepresentation of MMC and its Group of Companies;
- b. to ensure that any references to the Company on Social Media are factually correct and accurate;
- c. to ensure that in their Social Media Usage, the Employees do not breach confidentiality requirements of the Company; and
- d. to exercise discretion in respecting the individuals, organisations and/or the communities with whom they interact with over Social Media.

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5 Scope

5.1 Application

The Social Media Guidelines applies to Employees of MMC and its Group of Companies.

5.2 Office Hours

The Employees should exercise moderation in using Social Media for personal purposes. Any activity on Social Media platforms during office hours should complement and/or support the Employee's role and should be used responsibly and in moderation.


5.3 Representation

- 5.3.1 The Employees shall not represent or identify themselves on Social Media as the official spokesperson or representative of the Company without obtaining prior authorisation from the Company.
- 5.3.2 The Employees are not allowed to use MMC and its Group of Companies' email addresses to register on social networks, blogs or other online tools for their own personal use.
- 5.3.3 All official usage of Social Media as the Company's spokesperson or account moderator must be approved in writing by the management of MMC or its Group of Companies in consultation with the Head of Information System respectively.
- 5.3.4 Only Group Corporate Communications, Group Human Resources and appointed representatives in Group Companies are allowed to officially post on behalf of the Company. All official postings related to MMC and its Group of Companies is currently disseminated via the official Facebook or LinkedIn account.
- 5.3.5 Any departure from the Social Media Guidelines is subject to prior written approval of the Company.
- 5.3.6 If an employee breaches clause 6.2 below, such Employee shall be held responsible for any adverse consequence against MMC or its Group of Companies due to such breach which includes, among others, liability from any legal action or loss of business reputation.

5.4 Confidentiality

- 5.4.1 The Employees shall not discuss, upload, share or disclose, in whatever manner and in any form, any proprietary or confidential information belonging to MMC and its Group of

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Companies on Social Media, unless the information is utilised for work-related purposes internally within the Group of Companies or, subject to the Employee's confidentiality obligations towards his/her respective Company, with external third parties to facilitate the business of MMC and its Group of Companies.

- 5.4.2 If an Employee is aware of any unauthorised disclosure of confidential information on Social Media, the Employee must promptly notify the relevant Company's management.

5.5 Copyright and Legal Issues

The Employees are responsible and must be vigilant of the copyright, libel and defamation issues with respect to the laws, regulations and policies observed by MMC and its Group of Companies.

MMC and its Group of Companies' name, logo and trademark must not be used without the written permission of the relevant Company.

5.6 Rights of the Company


The Employees shall comply with the provisions of the Social Media Guidelines. If an Employee commits a breach of this Guidelines or if the Company has reasonable grounds to suspect an Employee has made any unauthorised disclosure of confidential information over Social Media, the Company reserves the right to:

- 5.6.1 Block the Employee's access to the relevant Social Media Platform on equipment provided by the Company on which the Social Media Platform was used in a manner to breach this Guidelines as the Company deems necessary.
- 5.6.2 Instruct the Employee to immediately remove any content on the Employee's personal Social Media platform which violates the Company's existing policies and may prejudice the Company's value and reputation.
- 5.6.3 Monitor the Employee's internet activity on Social Media accessed through the Company's network and on equipment provided by the Company.

6 Employee's Responsibilities

- 6.1 The Employees are solely responsible for any material they create, post, upload, forward or share on Social Media. Before creating a Social Media content, the Employees should consider the risks and consequences that may adversely affect the employee's or co-worker's work performance or which may otherwise harm the Company, its business associates, customers, suppliers and/or

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agents. Any inappropriate conduct over Social Media leading to a violation of the Social Media Guidelines shall amount to a misconduct and result in disciplinary action against the employee.

6.2 The following are some key areas which the Employees must adhere to in using Social Media:

- 6.2.1 Do not create a Social Media account or profile on behalf of MMC and its Group of Companies, unless authorised in writing by the respective Corporate Communications Departments.
- 6.2.2 Avoid using MMC or its Group of Companies' name, logo and/or related materials on any Social Media platform or third-party websites, unless prior written consent is obtained from the respective Corporate Communications Departments of MMC or the relevant department in the Group of Companies.
- 6.2.3 Avoid making or sharing statements on the Employee's personal Social Media platform that could result in a negative impact or cause damage to the relevant Company's reputation or goodwill.
- 6.2.4 Never discuss, share and/or reveal on Social Media any classified, confidential, sensitive or proprietary information of the relevant Company, its clients, business associates, partners, agents or suppliers.
- 6.2.5 Always exercise good judgment and practise common sense and common courtesy when interacting with others on Social Media.
- 6.2.6 Refrain from disseminating information and promoting any materials on Social Media that are deemed as defamatory, harassing, indecent, discriminatory, insulting, obscene, menacing or engage in any similar conduct on Social Media that would not be appropriate or acceptable in the workplace. If you receive information or material of this nature, you must promptly notify the Company's management.
- 6.2.7 Avoid making statements, uploading photographs, video or audio that may be construed to cause injury, annoyance, inconvenience, offense or viewed as malicious, obscene, threatening or intimidating, which may disparage co-workers, the Company's clients, associates or suppliers, or which constitutes verbal or sexual harassment or bullying.
- 6.2.8 Never post any information or rumours that you know to be false about MMC and its Group of Companies, fellow associates, members, customers, suppliers and people working on behalf of MMC and its Group of Companies.

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6.2.9 Refrain from engaging with the media or making any statement on behalf of MMC and its Group of Companies on Social Media without prior written approval from the respective Corporate Communications Departments of MMC and its Group of Companies on Social Media. All media inquiries should be directed to the respective Corporate Communications Departments.

6.2.10 If an employee posts a personal opinion on his/her Social Media where MMC and/or the Group of Companies is the subject matter of the posting, the employee must, subject to the provisions of this Guidelines, provide a disclaimer that the employee's opinion does not reflect the opinions of such Company and its Group of Companies.

6.2.11 Ensure that any file uploaded on Social Media concerning MMC and/or the Group of Companies is relevant, appropriate and is not confidential in nature.

6.2.12 The Company prohibits its Employees from taking retaliatory action against any co-workers, associates, agents, consultants, clients or any third party for reporting a violation of this Social Media Guidelines or for cooperating in an investigation in respect of the violation.

7 Review

7.1 MMC and its Group of Companies reserve the right to modify or review the Social Media Guidelines at any time. Changes to this Guidelines will be communicated to all Employees.

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MMC Corporation Berhad

MMC Corporation Berhad (30245-H)
Ground Floor, Wisma Budiman
Persiaran Raja Chulan
50200 Kuala Lumpur
Malaysia
Tel :+603 2071 1000
Fax :+603 2026 1921
Website : www.mmc.com.my