



Social Media Policy

Version 1.0

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1.0 Objective

Social Media is becoming pervasive and integral to day-to-day functioning of our lives- whether personal or official. It is transforming the way in which people connect with each other and the manner in which information is shared and distributed.

AIMA YLC has formulated a framework and guidelines for Social Media usage and communication. This policy provides guidance for participation in online social networking sites, interactive forums, blogs, wikis, chat rooms, podcasts, video aggregation platforms or any other kind of social media platforms. It is expected from all who are engaging in social media whether on behalf of AIMA YLC or otherwise, to understand and to follow these guidelines, as long as their action involves AIMA YLC name or AIMA YLC Information in any manner. Failure to do so can put the future participation at risk.

This policy also applies to AIMA YLC staff and members. The policy will continually evolve as new technologies and social media tools emerge.

2.0 Scope & Applicability

This policy applies to all individuals working for AIMA YLC at all levels and grades, including YLC council members, secretariat, associated employees and vendors.

Definitions: In this policy, use of terms “we,” “us,” “our,” and “Company” refer to AIMA YLC. The terms “you,” “your” and “employee” refer to every person who works or is officially associated with AIMA YLC. “AIMA YLC Information” means and includes information of AIMA YLC, its affiliates, partners, customers, vendors, representatives, consultants and any other persons engaged in any business with AIMA YLC.

3.0 Social Media Usage on behalf of AIMA YLC

- 3.1. Only AIMA YLC representatives (hereby defined as the person from the YLC team responsible for YLC social media handles - including generating content, managing posts, ensuring accuracy, handling of queries and brand management) and the official agency/agencies are authorized to represent AIMA YLC on Social Media platform and forums.
- 3.2. The following protocols are applicable to all employees, agencies or any other representative of AIMA YLC:
 - 3.2.1 AIMA YLC follows AIMA Brand Guidelines for all media, including social media
 - 3.2.2 Creation and posting of all AIMA YLC social media communication and content is the responsibility of AIMA YLC representative.
 - 3.2.3 All content should be factual and accurate and should not contain any misleading information
 - 3.2.4 Do not disclose or share nonpublic, sensitive or confidential information about AIMA YLC. This may include but is not limited to pricing, council plans, news, internal memos or other private content, any information about litigation or other legal matters and proprietary data
 - 3.2.5 Do not use the third party content, intellectual property, logos etc without official disclaimers/references/credits.
 - 3.2.6 Maintain accurate records of all online interactions and regularly monitor ongoing conversations
 - 3.2.7 Usage of obscenities, insults or other offensive references, disparaging remarks, personal attacks, racial, religious, political or inappropriate content is strictly forbidden
 - 3.2.8 Official login ids and password will be maintained by AIMA YLC representatives
 - 3.2.9 All the queries/comments related to AIMA YLC should be responded to within 24 hours on working days, flexible on official holidays and weekends by AIMA YLC representative
 - 3.2.10 Content should be in the English Language and tailored to the platform on which it is being published

4.0 Using Social Media for Personal Usage

- 4.1. When engaging in personal or unofficial online activities may impact AIMA YLC's work, all staff/members must adhere to AIMA's Code of Conduct & Unauthorized Communication of Information Rules, as well as all other policies including but not limited to, policies concerning harassment, intellectual property and protection of confidential information.
- 4.2. Employees should NEVER disclose or share any non-public, sensitive or confidential information about AIMA or AIMA YLC on social media. This includes but is not limited to –
 - 4.2.1 Any information about AIMA YLC employees
 - 4.2.2 Any council member details
 - 4.2.3 Any pricing and fees details (if it's not public)
- 4.3. If you are writing about an initiative that AIMA YLC is involved with please write in the first person and use a disclaimer mentioning that views and opinions are your own and do not necessarily represent AIMA YLC.
- 4.4. Do not create posts using AIMA YLC logo or official content from your personal account. Members/staff are free to share/retweet official AIMA YLC social media content.
- 4.5. Any message that might act as the "voice" or position of AIMA YLC must not be shared without getting formal approval from concerned Director/DG as applicable.
- 4.6. You will be held accountable if your activities harm AIMA YLC's image or reputation. Usage of obscenities, insults or other offensive references, disparaging remarks against AIMA YLC is strictly forbidden.
- 4.7. Be sure that the content is consistent with AIMA YLC's values and professional standards. Do not upload, post, forward any abusive, obscene, discriminatory, and harassing, derogatory or defamatory content.
- 4.8. If you encounter positive, negative or inaccurate remarks about AIMA YLC in the social media space and believe that they deserve attention, the same should be shared immediately with the AIMA YLC representative. Do not take any corrective action on your own.
- 4.9. Only authorized spokespersons are allowed to interact with media on behalf of AIMA YLC.

5.0 Breach of Policy

AIMA YLC considers this policy to be extremely important. Any breach or deviation from this policy is not expected from the stakeholders.

Any suspected breach of this policy should be immediately reported to AIMA YLC officials or AIMA corporate communications team.

Owing to the dynamic nature of Social Media this policy may evolve and is subject to change.