

## **ROSSARI BIOTECH LIMITED**

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# **EMPLOYEE SOCIAL MEDIA PARTICIPATION POLICY**

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## 1. Purpose

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, ROSSARI (The Company) has drafted the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. It covers social networks (i.e., Facebook, LinkedIn), media sharing networks (i.e., Instagram, Snapchat), communications platforms (i.e., WhatsApp, Telegram Messenger), microblogging networks (i.e., Twitter, Tumblr), discussion forums (Reddit, Quora), enterprise tools, and more.

Both in personal and corporate roles, employees need to follow the same behavioral standards online as they would in real life. Social media provides numerous advantages to the individual and organization if used in a judicious manner. It is important to make a note that, Employees are liable for anything they post to social media sites.

Social media policy provides the code-of-conduct to be followed while using social media. This policy is crucial for individual and organization.

Following are the major benefits of having social media policy in an organization:

- Maintain consistency of brand voice, tone, and messaging across social channels
- Prevent a PR crisis as a result of a potentially offensive post
- Enable employees to handle legal and regulatory issues with sensitivity
- Protect data privacy of customers and stakeholders
- Have effective responses at-the-ready for crises or data breaches, if they do occur
- Instill confidence in Employees to use their own creativity when creating and posting branded content, as long as they align with the corporate policies
- Ensure each new employee will have the tools to create a positive, consistent, and valuable brand message across social channels

## 2. Scope and Coverage

This policy applies to Company and employees/contract person assigned/belongs to group companies of ROSSARI, using social media on Company provided IT assets (Laptop, Desktop, Workstation) on Company Internet facility. It is also expected, Employee to follow this policy guidelines on their personal gadgets in a responsible manner as well.

Use of social media portals have been restricted at Company Internet Facility. Access to be granted to on management approval to use social media for business purpose only in the Company.

## 3. Policy Statement

This policy simply outlines how an organization and its employees should conduct themselves via the web. It helps protect Company's reputation and encourages employees to also get involved in sharing about the company in their online networks.

While all employees are welcome to participate and interact on company profiles of Social Media platforms. Also invite their connections or followers (Colleagues, Relatives, Friends, Dealers, Partners, Customer etc.). Through this Policy, we expect everyone who uses social media platforms to understand and to follow social media code-of-conduct while participating on social media. This code-of-conduct might sound strict but please keep in mind that our overall goal is simple: **To participate online in a respectful, relevant way that protects our Company and self-reputation.**

#### **4. Social Media Code-of-Conduct**

Social media helps us to engage with new audiences, increase brand awareness, handle customer service inquiries, and even increase sales. It is an employee's responsibility to make sure that usage is fair and subject to overall corporate policy, code of ethics and law.

##### **Use of social media at work should not:**

- Interfere with on-going official work
- Adversely affect the proper handling or security of information
- Create a significant overload on technology infrastructure
- Exhibit prohibited behaviors

##### **Specifically prohibited behaviors are:**

- Any conduct that violates the Company's policies, Code of Business Ethics or law.
- Accessing the internet for unlawful purposes, such as violating copyright laws.
- Accessing, downloading, or distributing pornographic, obscene, defamatory, discriminatory, harassing, or other inappropriate materials of any kind.
- Gaining unauthorized access to Company, client or other third-party data/ data servers
- Jeopardizing the reputation of the Company or harassing individuals by transmitting messages that could be construed as libelous, defamatory, threatening, abusive or otherwise inappropriate.

Pls. refer Annexure -1 for Use of social media key terms.

#### **5. Violation of Policy**

While we are aware that social media is a platform for free expression it comes with great responsibility. Social media access provided to employees is given in a professional environment where every action will reflect not just on the individual but on the organization as a whole. Hence any employee who violates this policy may be subject to disciplinary action.

#### **6. Monitoring**

Company reserves the right to monitor social media and internet usage for content, performance, type of usage and bandwidth used. Monitoring will be done by the Central Marketing and Head Office IT Team on a regular basis to avoid any kind of misuse for the social media access provided to authorized Users.

#### **7. Confidentiality**

- Always protect clients', the Group's and suppliers' confidential and other proprietary information.
- Make sure any reference to clients, partners and suppliers does not violate any non-disclosure obligations.
- Don't disclose information about colleagues or other persons misuse their personal data, or publish their photos without their permission.

#### **8. Dos and Don'ts for Employees**

##### **8.1 Things to Do (Dos) -**

- **Like, Comment and Share ROSSARI posts**

Spread the message about the posts carried out on official pages of ROSSARI and its brands.

Think before you post, keep in mind that most online social computing platforms are like public marketplaces—what's out there is available for all to see.

Like, comment and share the posts to your friends, family to create awareness about ROSSARI

- **The Internet is not anonymous, nor does it forget**

Everything written on the Web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.

- **Identify yourself**

When relevant, identify your affiliation with ROSSARI and your area of concentration. This will add credibility to your profile and ROSSARI's profile/communications and will increase the visibility of ROSSARI and you personally.

- **There is no clear line between your work life and your personal life. Always be honest and respectful in both capacities**

With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional capacity. Always write as if everyone knows you.

## 8.2 Things not be Done (Don'ts)

- **Avoid hazardous materials**

Do not post or link to any materials that are defamatory, harassing or indecent. And should not use obscenities, profanity, or vulgar language, or may they engage in threatening behavior online or make defamatory statements.

- **Don't promote other brands with our brand**

Do not promote personal projects or endorse brands, causes or opinions when posting on these social media sites. Be sure to respect third party copyrights. If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of the company.

- **Maintain confidentiality**

Do not post any confidential or proprietary information in regards to ROSSARI or its clients (e.g., client confidences, insider information, and ROSSARI's financial information). This also means that the personal information of the employees and other individuals associated with the services that we are delivering to our clients (e.g., patients, litigants) and our own ROSSARI Personnel should not be shared on or disclosed through social media.

- **Do not pat yourself on the back.**

Do not post self-laudatory statements regarding your work or the work of ROSSARI on these platforms.

- **Do not qualify your work.**

Do not post statements regarding the quality of your work or the quality of the work of ROSSARI on these platforms.

- **Do not return fire**

If a negative post or comment is found online about ROSSARI or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action.

- **Do not offer or appear to offer legal advice**

We should not give legal advice or otherwise form attorney-client relationships in using social media. Formation of these relationships must be done only through our regular procedures to avoid conflicts and other ethical problems.

## **9. Policy Review**

Considering the fact that computer models and the market scenario changes frequently, this policy will be reviewed at least once in a year or immediately whenever major technological change happens.

## **10. Policy Exception**

Group CFO is authorized for any Exception in this Policy.

## Annexure I -- Must Know Terms on social media

### Like

A “Like” is an action that can be made by a user. Instead of writing a comment for a message or a status update, a user can click the "Like" button as a quick way to share the message.

On Twitter it is done by clicking on **Favorite** button.

### Comment

A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.

On Twitter you can **Reply** to the tweet to comment.

### Share

A Share is sharing of posts to your connections or followers to your profile. This helps spread the message and awareness to your connections/ Friends.

### Retweet

A retweet is when someone on Twitter sees your message and decides to re-share it with his/her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

### Friends/Connections

On social networking sites, are contacts whose profile you are associated to in your profile. These are individuals you consider to be friendly enough with you to see your profile and engage with you.

### News Feed

A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline (not to get confused with Facebook's new look, also called Timeline)

### Hashtag

A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by Hashtag (#), Example: #your hashtag. Hashtags are commonly used to show that post or a Twitter message, is related to an event or conference, online or offline.