Century Social Media Policy

At Century Paper and Board Mills Ltd., we recognize the significant role that social media plays in today's business landscape. This policy outlines our approach to social media usage, with the aim of ensuring responsible and aligned representation across digital platforms:

- **Professional Conduct:** When representing Century on social media platforms, employees must maintain a professional tone that aligns with our values and code of conduct.

- **Confidentiality:** Employees must refrain from sharing any confidential information about the company, clients, or colleagues on personal or company-affiliated social media accounts.

- **Endorsements and Opinions:** Personal opinions should be clearly differentiated from official company viewpoints. Employees should not endorse or promote products, services, or individuals without proper authorization.

- **Respect and Diversity:** Interactions on social media must be respectful and inclusive, avoiding any content that could be construed as discriminatory, offensive, or harmful, in line with our commitment to diversity.

- **Accuracy and Transparency:** All information shared on social media should be accurate and verifiable. Employees should transparently disclose their affiliation with Century when discussing company matters.

- **Copyright and Intellectual Property:** Employees must respect copyright and intellectual property rights when sharing content, using only authorized company images and materials.

- **Crisis Communication:** In situations of crisis or sensitivity, only designated individuals are authorized to provide official statements on social media platforms.

- **Frequency and Time:** Posting during work hours should align with job responsibilities. Personal use of social media during work hours should be minimal and non-disruptive.

- **Security and Privacy:** Employees are expected to use strong passwords, enable privacy settings, and exercise caution when sharing personal information. Engaging in phishing or spam activities is strictly prohibited.

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- **Non-Disparagement:** Negative comments about Century, colleagues, clients, or competitors should be avoided. Any concerns should be addressed through proper channels.

- **Approval for Official Posts:** Official company social media posts must receive appropriate approval before publication to maintain consistency and accuracy.

- **Social Media Monitoring:** Century may monitor company-related social media activity to ensure compliance with this policy and protect the company's reputation.

- **Educational Initiatives:** Regular training on social media best practices and this policy will be provided to enhance employee understanding and adherence.

- **Policy Review:** This policy will be periodically reviewed and updated to reflect changing social media trends and potential risks.

By adhering to these comprehensive guidelines, employees contribute to maintaining a positive online presence for Century and uphold the company's reputation while effectively utilizing social media platforms.

Prepared By : _____ **Version No : 01**

Approved By : _____ **Effective From : 01-07-2024**