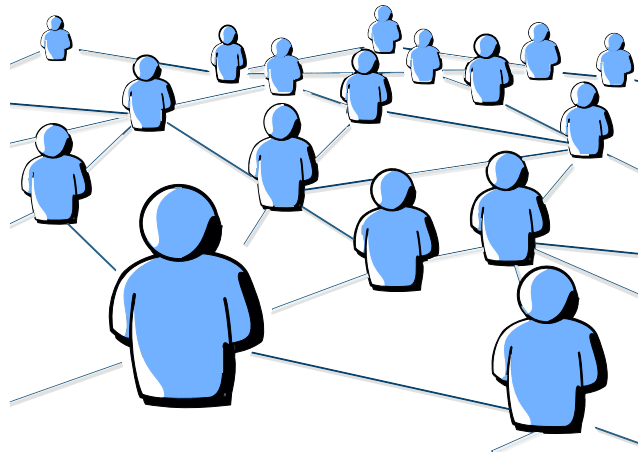




FOLLOW



SOCIAL MEDIA GUIDELINE



July 2024



Social Media Policy for Employees of the weba Group

In our networked world, social media plays a crucial role in the way information is disseminated and perceptions are formed. As an employee of weba Werkzeugbau, you have an important responsibility when it comes to the presentation of our company in social networks.

This guideline is intended to help you to act responsibly and professionally on social media. By complying with this guideline, you will help to protect and promote the image and reputation of the company.



Social Me·dia

/soʊʃəl 'mi:diə/

The entirety of digital technologies and media such as weblogs, wikis, social networks, etc. through which users can communicate with each other and exchange content.



Basic Principles



Be professional: Pay attention to how you present yourself online. Only post content that is suitable for the public. Be honest and authentic, but also careful with the information you share. Make sure your posts are in line with our company values and guidelines.



Respect others: Promote a culture of respect and tolerance. Avoid language that could be perceived as discriminatory or offensive. Be cautious and restrained in controversial discussions and postings.



Be a positive ambassador: Take the opportunity to represent the company in a positive way by sharing successes and speaking positively about your work and the company.



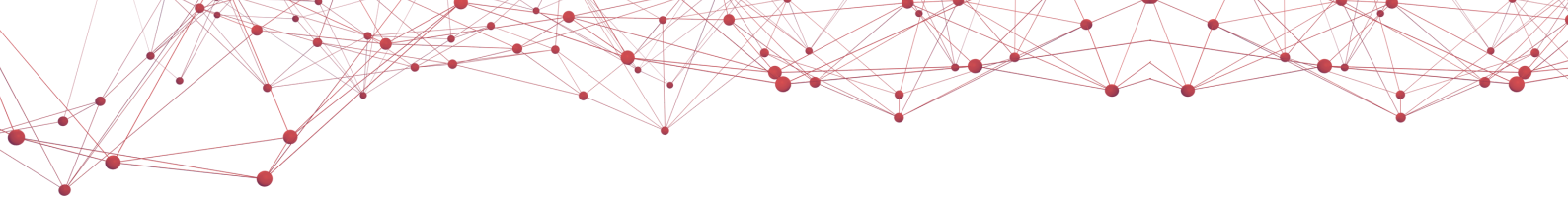
Be careful: Be vigilant against phishing attempts and fraudulent requests. Watch out for fake news and be careful with contact or friend requests from unknown people. If you suspect anything, contact our IT department immediately.



Label personal opinions: Where possible, separate your personal opinions from those of the company. If you comment on industry topics, make it clear that it is your personal opinion.



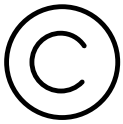
Protect confidential information: Do not share confidential or proprietary information about weba or our customers and partners.



Avoid inappropriate content: Don't post anything that could be considered unprofessional, offensive or inappropriate.



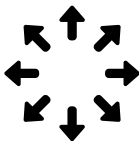
Stay away from public disputes: Always deal with criticism professionally. Forward specific complaints or requests to the relevant departments. Avoid public disputes and do not allow yourself to be tempted to act inappropriately.



Respect copyrights: Do not post any content for which you do not have the necessary rights. This applies to texts, images, videos and music.



Protect personal data: Be careful with personal data, both your own and that of colleagues or business partners.



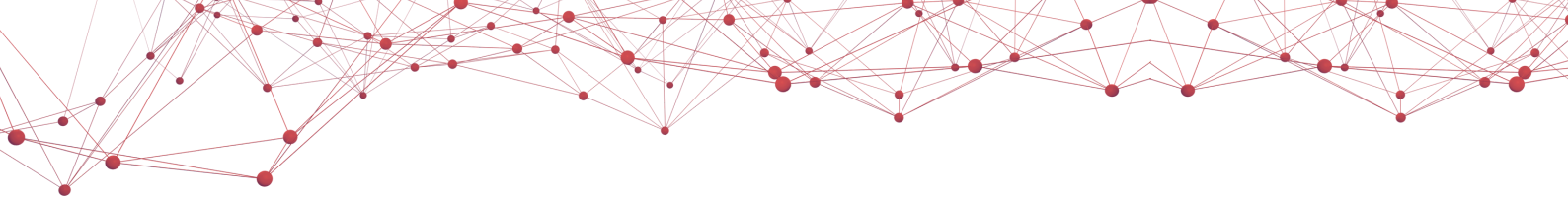
Be mindful: Do not publish or distribute content from questionable or untrustworthy sources.

Dealing with mistakes



Mistakes are human and can easily happen in the dynamic world of social media. What is important is how we react to these mistakes and what we learn from them.

If you make a mistake in your social media activities, be proactive, inform your manager and correct the mistake quickly and transparently.



Contact

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