

HCS APPROACH SOCIAL MEDIA POLICY AND GUIDELINE

CONTENT:

- I. INTENT**
- II. COVERED BY THIS POLICY**
- III. SOCIAL MEDIA POLICY**
- IV. CONTENT GUIDELINE**
- V. CONTACT PERSON**
- VI. RESPONSE GUIDELINE**

I. INTENT

This Social Media Policy and Guideline is intended to help the HCS Approach Steering Group, members and participating individuals make appropriate and responsible decisions about the use of Social Media, either by the sharing of contents published in HCS Approach official Social Media accounts or the publishing of own contents referring to the collective HCS Approach and its activities by members and participating individuals on their organization or personal Social Media platforms, including (but is not limited to):

- Blogs, social networking websites, podcasts, forums, message boards or comments on web-articles such as Twitter, Facebook, LinkedIn, Google+, Flickr, Instagram, Youtube, Wikipedia, etc.

II. COVERED BY THIS POLICY AND GUIDELINE

This Social Media Policy and Guideline applies to all members of the HCS Approach Steering Group such as participating companies, firms or organizations and respective members of each companies, firms, organizations or the collective HCS Approach Steering Group. This policy also applies to third parties who act on behalf of the collective HCS Approach Steering Group, including but not limited to suppliers and agencies.

III. SOCIAL MEDIA POLICY

All are responsible for knowing the best practices before engaging in Social Media. If you become aware of policy violations, notify person-in-charge listed in **Contact Person** for immediate action. We may request the change or removal of contents and comments made in Social Media that are inconsistent with this Social Media Policy and Guideline or that make inaccurate references to the collective HCS Approach and its activities, visions/missions and values.

While all HCS Approach Steering Group members and employees are welcome to participate in Social media, it is expected for everyone who participates online to understand and to follow these important guidelines. These rules are developed to guide all participating online in a respectful, relevant way that protects reputation and follow the letter and spirit of the law.

1. **Follow all laws** that are applicable from local or international legislation, **including the usage of Third Party Intellectual Property and Commercial Rights**. Local posts, even to a limited audience, can be mistranslated, misunderstood or illegal in other countries.
2. **Be transparent and disclose your work** for HCS Approach Steering Group or affiliation with the collective and its members by stating your company, firm or organization. Use your real name, identify the company, firm or organization that your work, and be clear about your role.
3. **Never represent yourself or your company, firm or organization in a false or misleading way**. All statements must be factual and not misleading; all claims must be substantiated.
4. **Use Good judgment**. Use common sense and common courtesy. Post meaningful, respectful comments – in other words, please do not post spam and remarks that are offensive. Ask permission before publishing or report on conversations that are meant to

be private or for internal use only. Use the newspaper headline test: how would your posting look as a headline in a major newspaper? Anything you post to be viewed by anyone, and – regardless of your intent – your comments could be misinterpreted by the public or Government regulators.

5. **Protect individual privacy.** Ensure that any collection or use of personally identifiable information on Social Media complies with the law.
6. **Stick to your area of expertise** and do feel free to provide unique, individual perspectives on non-confidential activities at the event.
7. **Do not engage in debating opposing comments or opinions if not necessary, unless you are confident in providing factual information relevant to the conversation.** Do not get overly aggressive and defensive on comments you may find offensive that can potentially lead you in an antagonistic situation, situation online that looks as if it is becoming antagonistic. Refer to the [Response Guideline](#) on managing comments or posts by the public.
8. **Never comment on anything related to legal matters**, litigation or any other participating companies, firm or organizations involved in a litigation. Do not participate in when the topic being discussed may be considered a crisis situation.
9. **Avoid politics** and references to specific political actors. The HCS Approach is a non-political entity and inappropriate political engagement may jeopardize the objectives of the initiative.

IV. CONTENT GUIDELINE

Social Media is very effective in connecting all members and participating individuals communicate both broadly and specifically the message of the collective HCS Approach's vision and mission. For best practice, this guideline encourages members and participating individuals of the collective to following standards and procedures.

SHARING CONTENTS FROM HCS APPROACH SOCIAL MEDIA ACCOUNTS

- Members are encouraged to share contents published by HCS Approach's official Twitter account, @HighCarbonstock.
- When sharing the contents published by HCS Approach Twitter account, do not add comments or edit the content that may conflict and potentially harm the intended message of the content published.
- Editing the content published by HCS Approach Twitter account is only permitted if necessarily to meet the limited character count of the Twitter platform of 140 characters, however do so without changing the intended message and context of the content.

PUBLISHING OWN CONTENTS ON YOUR OWN SOCIAL MEDIA

- When publishing contents referring to the collective HCS Approach and its activities, vision and mission, refer to the policy stated in the above **Social Media Policy**.
- Always use the hashtag #highcarbonstock and mention Twitter account @highcarbonstock when publishing your content.
- Use other hashtags wisely in good judgment only if the hashtag is relevant to the message that you are attempting to convey.

V. CONTACT PERSON

Should you have any questions, uncertainties on the contents you plan to publish or on public posts and comments that you plan to engage, please contact the following for further guidance and assistance:

- Aida Greenbury, HCS Approach Steering Group Co-Chair, +62 811 813 391 or aida@highcarbonstock.org
- Sandra Duifhuizen HCS Approach Secretariat, +6585568470, info@highcarbonstock.org

VI. RESPONSE GUIDELINE

