SOCIAL MEDIA POLICY

1.0 DEFINITIONS

NO	WORDS	DEFINITIONS
1	*Principle*	It is a rule that has to be or usually is to be followed, or is an inevitable consequence of something, such as the laws observed in nature or the way that a system is constructed. The principles of such a system are understood by its users as the essential characteristics of the system, or reflecting system's designed purpose, and the effective operation.
2	*Policy*	A policy is a deliberate system of principles to guide decisions and achieve rational outcomes. A policy is a statement of intent, and is implemented as a procedure or protocol.
3	*Social Media*	Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.
4	*Social Media Account*	Some of the most popular social media websites, with over 100 million registered users, include Facebook, You Tube, WeChat, Instagram, Twitter, Telegram, Linkedln, LINE, Snapchat and others.
5	*Social Media Channels*	Social networking sites allow users to share ideas, digital photos and videos, posts, and to inform others about online or real-world activities and events with people in their network.

2.0   OBJECTIVE

2.1   The objective of this Social Media Manual is to ensure a consistent and appropriate use of social media platforms by the Golden Pharos Berhad Group.

3.0   POLICY

3.1   Basic policy for managing social media accounts

a.   Complies with the policy and applicable laws when using social media accounts.

b.   Complies with laws applicable to intellectual property rights, copyrights, or portrait rights when managing social media accounts.

c.   The information posted should be handled appropriately and in accordance with applicable laws.

d.   If the social media accounts are outsourced to an external organisation, the third party should manage the media accounts in accordance with the policy.

e.   The Social Media Manager shall be appointed officially by the CEO.

4.0   PRINCIPLE

4.1   Golden Pharos Berhad is committed to using social media to increase brand awareness, favourability, purchase intent and loyalty, and to drive customers and prospective to the business. The commitment for customer to use social media in a way that is relevant, responsible, and honest. To aid customer do that, Corporate Communication Department shall provide a list of guiding principles and etiquette:

a.   Keep it Simple and Positive

People like to deal with positive people. Share good news and make an effort to bring a smile to people every day. Always be sure to avoid arguments and other negative conversations. Customer more likely to achieve positive results from the company's social media efforts when the posts are positive.

b.   Find a Good Mix

People do not appreciate being bombarded with "join my business" and "buy from me" posts, nor do they like an overabundance of messages describing the intimate details of personal life. Maintain a balance between business and personal in the messaging efforts.

c.   Social Media Does not Replace the Real People

Do not forget to meet people in real life too. Do not let social media replace face-to-face relationship building. The importance of personal meetings and phone calls such as live, one-on-one interactions that are invaluable.

d.   Be Honest

Be truthful and accurate at all times. What is said online generally stays there and can spread quickly and widely through links or copying. Misleading others or making false claims jeopardises the company reputation. If customer plans to talk about the business, be open about the fact that it is a company business.

e.   Be Respectful

Always remember that others online are free to speak the truth as customers have experienced it. The best way to change a person's perception is through actions, not words.

5.0   SOCIAL MEDIA ACCOUNT

5.1   The official social media accounts of the Golden Pharos Berhad Group have been duly approved by the Group and social media account manager has been appointed.

5.2   Social media channels are monitored and regulated. To answer customer queries and comments and exercise transparency on information sharing, Golden Pharos Berhad Group will, in its discretion, choose not to comment on any issues of controversy and exercise the option of removing any posts which may be:

a.   Factually incorrect

b.   Offensive, abusive, defames or threatens others

c.   Unrelated to Golden Pharos Berhad Group

d.   Considered spam

e.   Vulgar, obscene or indecent language

f.   Endorsing illegal activities

g.   Breaks any laws or regulations or rules of any Social Media Site

h.   Any intellectual property rights, such as copyright

i.   Contains of implicates names or personal information related to our employees

j.   Contains of implicates personal information (names, address, phone number, email etc.) of others

k.   Posts or other material which is deemed inappropriate by the site administrators or appropriate team managers will be deleted upon discovery.

5.3   Social Media Account must be updated regularly, at least three posts a week.
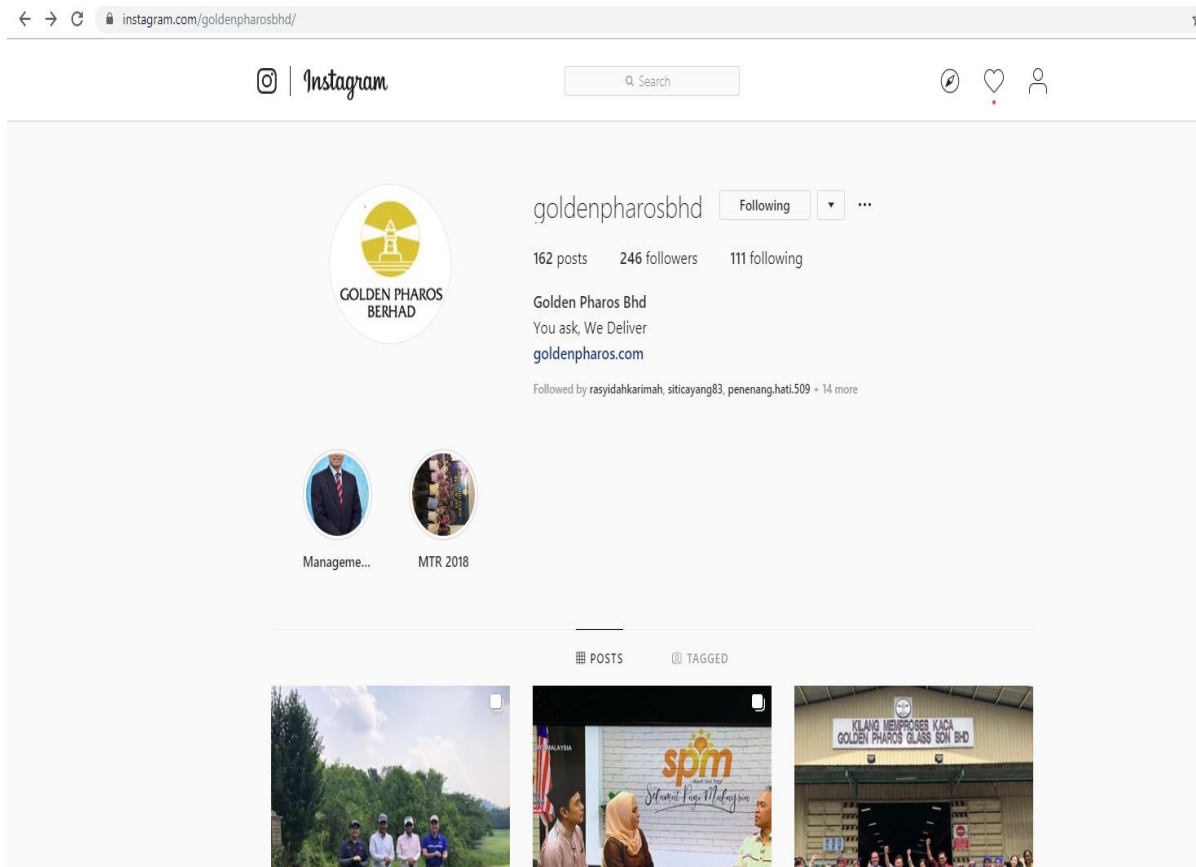
5.4   Designated Social Media Account

Instagram : goldenpharosbhd   (currently active)
Twitter   : goldenpharosbhd   (currently active)
Facebook : -   (currently inactive)

5.5 The passwords of the social media accounts must be known by Social Media Manager, Head of Corporate Communication Department and Manager of Human Resources and Administration Department.

5.6 Information posted on social media by the social media manager does not necessarily represent the official announcements or views of the Group. Official announcements or views are only published in news releases on the company's website or those of our group companies.

5.7 Comments posted on the company's official social media accounts are handled differently, depending on which site they have been posted to. If the subscribers have any questions, please send them to the point of contact for the relevant social media account.

6.0 APPENDIX

6.1 Instagram

6.2 Twitter