

Guidelines on the Use of Social Media and Blogging Platforms

for Aluflexpack Group Employees

**A L U
F L E X
P A C K**

The Aluflexpack Group (AFP Group) **supports its employees** in their desire to communicate with the public through social media and blogging platforms and thus **build their personal reputation and also the reputation of the company in accordance with its values and policies**. In the Group, we believe in open communication and we encourage you to tell the world about your work and share your own passion.

New ways of communicating are changing how we talk to each other, to our customers, target audience and partners. In order for the communication on social media to be of the highest quality and not harmful to employees or the company, the following guidelines are given regarding:

- the AFP Group's website, blogs, forums, profiles and pages
- personal profiles of employees and their publicly available content

Communication on Personal Profiles on Social Media and Blogging Platforms

1. In the description of your personal profiles, **you may state that you are an employee/member of the AFP Group**, but **you may not use this information as part of your profile name (e.g. @MarioAFP)**. Such use is allowed only on official profiles and pages within the remit of the Marketing Business Function.
2. Social media activities also take place **outside your working hours**. Please bear in mind that these activities can and do have an impact on building your public reputation, the reputation of your colleagues and associates, and indirectly on the reputation and protection of the interests of the AFP Group.
3. When communicating on your personal profiles and pages, **before each post, ask yourselves:**
 - is the information you want to publish true?
 - will that information offend anyone?
 - is that information legal (e.g. do you own the photograph you put on your profile)?
 - is it really necessary to publish that information?
 - is that information well-intentioned?

If you have established that the information is true, that it will not offend anyone, and that everything related to the information and the source of the information is legal, **you may publish the post in a form adjusted to the respective social media platform**. You are responsible for the content you post on blogs, wikis, or in any other form on the internet. Please keep in mind that the internet never forgets. This means that everything you post will be visible to the world for a very, very long time. Awareness is an important factor here. If you intend to post something that seems to you at the very least inappropriate and that is related to the Group, talk to the person in charge (look for the contacts on the official portal of the organisation).

4. If the information you want to share relates to anything concerning the company and **helps build and maintain the company's reputation, tag the company and use the official hashtags (#aluflexpackgroup, #aluflexpack, #afpgroup). We also encourage the sharing of information through the official channels of the AFP Group.**
 5. On most social media, your followers **can see who you are following and whose content you favour.** Be careful about what impression you leave, especially given the business, ethical and political context.
 6. Communication with users on social media platforms is essential to achieve the full potential of these platforms. In communicating, remember **always to be kind.** If you interact with users who insult you at a personal level or criticise your work, try not to become involved in an open quarrel or ever use inappropriate language. It is easy for this to be used against you, which also damages the reputation of the AFP Group.
 7. Remember that **private messaging is never completely private.** The user you are communicating with can take a screenshot of your conversation and post it publicly.
 8. If you express your **personal opinion** on business topics on any social media platforms or blogs, **which is not a declared position** of the AFP Group, you should emphasise that the opinion expressed is not the official position of the company but your personal opinion.
 9. Social media **misconduct** that damages the reputation of the AFP Group **is subject to sanctions in accordance with your employment contract and the internal rules of the AFP Group** (negative comments about colleagues, former colleagues, competitors and their employees, partners, illegal behaviour, sharing confidential information, sharing information that is harmful to a third party, insults based on religion, nationality, age, race and sexual orientation or any other discriminatory grounds, "spamming" ...).
 10. Please observe copyright. If the content is not yours, do not use it but contact the owner first.
 11. **If in doubt about publishing some content,** consult a person from the Marketing Department.
 12. Be aware that others will associate you with the Group once you identify yourself as a member of our organisation. Make sure your social media profiles correspond to the way you want to present yourself to clients and colleagues.
 13. Respect for privacy is highly important to us, so managers should respect the privacy of employees and must not ask for the social media account passwords of other colleagues.
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Communication on the Official Profiles of the AFP Group

1. **Only persons authorised** by the Marketing Business Function may publish content and communicate with users on **official profiles and pages and blogging platforms**.
2. If you are not a person authorised to communicate on official profiles and pages, and **you have found an opportunity to promote the AFP Group and influence the company's reputation**, please **contact** the authorised persons.
3. The content on official profiles and pages and blogging platforms is published according to a **pre-planned schedule**, and **additional ad hoc posts** are added that are approved by authorised persons.
4. Content to be published should be **reviewed by at least one other person** to avoid any errors.

Use of User Generated Content/UGC

1. In order to share content that users post on the **website, it is necessary to seek the user's permission**. Keep in mind that the person who posted the content is sometimes not necessarily the author of that content, so it is necessary to look into the matter and correctly identify the owner/author of the content. As part of this process, consideration should be given to whether the information is true or whether it is disinformation, in other words "fake news".
 2. Content posted publicly by users on the official social media channels of the AFP Group according to the rules of the particular social network that users have accepted by creating personal profiles and pages may be used without the author's permission, and by indicating the particular social network as a source. However, as users help to enrich the content of our social media channels by posting such content, **please respect them and seek their permission to publish the content they have created and indicate them as a source**. Indicating sources like Facebook, Twitter, YouTube or any of the social media or blogging platforms is not enough.
 3. Always be kind when approaching private persons whose content you want to post. When approached publicly, they may feel uncomfortable, so try switching to **private messaging as soon as possible**. However, keep in mind that such communication **is never completely private**, so be **extremely professional** in your approach.
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Potential Changes to the Guidelines (DISCLAIMER):

These guidelines will be further developed as new technologies and social networking tools emerge. Check the document regularly to make sure you are up to date. The AFP Group may amend, suspend or withdraw the guidelines, and it will notify its employees thereof in a timely manner.

For more information:

If you have any questions regarding these guidelines, ask your manager or the Marketing Business Function:

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*Check the Terms&Conditions of each social network from which you want to share certain content on the official channels.
