

SOCIAL MEDIA POLICY

This policy outlines guidelines for the appropriate use of social media by employees, contractors, and volunteers of Zinda-Lefalatsa Group of Companies (Pty) Ltd. The policy helps to ensure that individuals representing the company on social media platforms do so in a professional and responsible manner.

Introduction

Our company recognizes that social media is a valuable tool for communication and engagement with our stakeholders. This policy sets out the guidelines for the use of social media by employees, contractors, and volunteers of our company.

Purpose

The purpose of this policy is to provide guidance on the appropriate use of social media, and to protect our company's reputation, privacy, and security.

Scope

This policy applies to all employees, contractors, and volunteers of our company, whether or not they are representing the company on social media platforms.

Guidelines

4.1. Representing the company

Employees, contractors, and volunteers must clearly identify themselves as representatives of our company when posting on social media, and must make it clear that their views are not necessarily those of the company.

4.2. Confidentiality and privacy

Employees, contractors, and volunteers must respect the privacy and confidentiality of our company, our stakeholders, and our partners. They must not disclose confidential or proprietary information about the company, including financial information, trade secrets, or personal information of employees, clients, or other stakeholders.

4.3. Respectful communication

Employees, contractors, and volunteers must communicate respectfully and

professionally on social media, and must not engage in discriminatory or offensive behavior. They must not harass, bully, or intimidate others, and must not post or share content that is discriminatory, defamatory, or derogatory.

4.4. Copyright and intellectual property

Employees, contractors, and volunteers must respect copyright and intellectual property laws when using social media. They must not post or share copyrighted material without permission, and must not infringe on the intellectual property rights of others.

4.5. Endorsement and sponsorship

Employees, contractors, and volunteers must not endorse or sponsor products, services, or companies on behalf of our company without prior approval from the appropriate authority.

4.6. Compliance with laws and regulations

Employees, contractors, and volunteers must comply with all applicable laws and regulations when using social media. They must not engage in illegal activities, and must not post or share content that is illegal, unethical, or fraudulent.

Consequences of non-compliance

Non-compliance with this policy may result in disciplinary action, up to and including termination of employment or contract.

Review and update

This policy will be reviewed and updated as necessary to ensure that it remains relevant and effective in protecting our company's interests.

By following this policy, we can ensure that our company's reputation, privacy, and security are protected, and that we are communicating in a professional and responsible manner on social media platforms.