

# COMMUNICATIONS, CONSULTATION & SOCIAL MEDIA POLICY





## Policy Approval

**This policy was approved by Board of Directors decision issued on 07/31/2023**

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## Purpose

Social media has become an integral part of life and business online. While it continues to evolve and new forms of social media emerge, its use is essential and encouraged, but it is important we establish policies and guidelines for the use of social media to ensure a collective understanding of our responsibilities to one another and to all our operations.

It is important to recognize that every social media circumstance is unique and, while these guidelines are intended to help guide you as you engage and interact online as an identifiable employee of Al-Andalus property Company's, it cannot account for every scenario. The purpose of these guidelines is to help you understand your responsibilities as an affiliate of Al-Andalus property Company's when engaging on social media, recognizing that cases may be assessed on an individual basis.

## Scope

This Policy apply to all Al-Andalus property Company's entities and employees of all levels, contractors, suppliers, and business partners who create or contribute to blogs, wikis, social networks or any other social media channel (inclusive of Facebook, Instagram, Twitter, Wikipedia, LinkedIn, YouTube).

## Definition

Social Media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to microblogging, blogging, social networking, commenting, social bookmarking, social curation and wikis are all among the different types of social media.

## Policy

It is important to understand that any opinions or personal information disclosed about yourself, colleagues, Al-Andalus property Company's or any affiliated party online may be linked to the Al-Andalus property Company's name. As such, before you post or engage in social media activity consider the following guidelines:

1. Familiarize yourself with and follow existing Al-Andalus property Company's policies and guidelines, and our Code of conduct.
2. Use common sense. You are personally responsible for the content you post on the internet and on social media. Know that the internet, websites and social media platforms do not forget or erase information. This means that everything you post will be visible and accessible for a very long time. As such, common sense plays a huge factor. If what you are about to post makes you feel even the slightest bit uncomfortable, take the time to review it and reconsider your approach or whether or not to post at all. If you are still unsure and it is related to Al-Andalus property Company's speak to your department lead, manager, the communications team or a member of the executive leadership team.
3. Identify yourself. When and if you discuss Al-Andalus property Company's related matters on the internet, you must identify yourself with your name and, when relevant, your role with Al-Andalus property Company's . There are a small number of people within the organization who are official spokespeople for Al-Andalus property Company's and our brand, so if you are not one of them you must make clear that you are speaking for yourself and not on behalf of the company. Such disclaimers may include:
  - a. Disclosing you are an Al-Andalus property Company's employee in your profile description.
  - b. Stating in your profile description or post that your opinions are your own and do not reflect those of your employer.
  - c. Include hashtags in posts such as #employer #client #sponsor #vendor.
4. Official Accounts: Employees are encouraged to follow and engage with the company's official social media accounts to stay informed about company initiatives and sustainability efforts.



5. **Accurate Information:** When sharing information about the company and its sustainability initiatives, employees must ensure that the information is accurate and in line with the company's messaging and values. Staff must avoid inflammatory language and behavior.
6. Employees must avoid using social media to promote or endorse products or services that conflict with the company's sustainability efforts. Employees must comply with all applicable laws and regulations when using social media, including those related to advertising, privacy, and data protection.

Please also consider that even anonymous postings or closed group discussions can be traced back to the company.

Do not share confidential or proprietary company information. You may not disclose, under any circumstances - by way of postings or otherwise - any company information that is confidential, proprietary or for internal use only. Be aware that sharing such information may constitute a breach of confidentiality. We may require the removal of unauthorized postings containing such information.

Respect intellectual property rights such as trademarks and copyright. If a name, logo, image or artwork or other materials you want to use are not your own, don't use it. It's the owner's choice to define how and if this information is to be shared. Given that you represent the image and interests of the company, before posting someone else's work or image, please check with the owner first to minimize negative backlash and/or proprietary claims. This includes our brand materials, should you wish to use them for public consumption please first consult the communications team for proper use.

### Internal Content Creation

Content creation is the act of producing informative, entertaining and/or educational material for the interests and challenges of a specific audience. The content produced can take many forms, including digital or print (for example, news posts, blogs, videos, posters, training material, surveys, etc.).

## Things to consider while creating internal materials about Al Andalus Property

### Company:

**Concise:** Make your headlines clear; have a point and get to it quickly; drop the jargon; keep it short.

**Purposeful:** Identify/communicate the benefits/value that your content will provide to our colleagues. All content needs to provide value to our audience. Does it help your colleagues do their jobs more effectively? Make them feel connected with each other and our culture? If there is no value in the content, no one will read it.

**Relevant:** Post timely content and ensure it clearly communicates/identifies what the reader needs to know, do and why.

**Channel:** Know what channel you want to use: Community? News? Poster? Meeting? Video? While you're at it, make sure the message you want to share, and the results you want to achieve, work with the channel you choose.

**Audience:** Know your audience. If you are writing content for "all employees" you should try to zero-in on a particular employee segment you want to engage.

**Say it again:** Most communications need more than one time engagement, so always plan for additional communication.

### Stakeholder Engagement

The company should engage with its stakeholders, including employees, customers, suppliers, and local communities, to gather feedback and input on its sustainability initiatives. This engagement should be conducted in a transparent and open manner and should involve regular consultation and communication with stakeholders.

### Employee Consultation

The company should consult with employees on a regular basis to gather their input and feedback on the company's sustainability initiatives. This may include regular employee surveys, focus groups, and other forms of consultation.

### Disciplinary Consequences

Failure to comply with these guidelines will be dealt with in accordance with our existing disciplinary provisions and will be assessed on a case-by-case basis.

### Policy Review

This policy will be reviewed and updated on a regular basis to ensure it remains relevant and in line with the company's sustainability goals and values. By adhering to this social media policy, employees can help to reinforce the company's commitment to sustainability and build a positive online presence for the company.

### Final provisions

- 1- This policy will enter into force as of the date of its approval by the Board of Directors.
2. This Policy is reviewed periodically - when necessary - By Marketing and Public Relations Management and is responsible for reviewing the policy and reviewing and recommending updates, if necessary, at least annually or upon changes to higher order policies or legislative requirements or following any significant event or incident that may warrant a change to this Policy. Any amendments proposed by management are presented to the Governance Department, which studies and reviews the proposed amendments and recommends their approval.
3. The Marketing and Public Relations Management participates with other departments in any amendments or proposals to this policy and takes their opinions and comments to achieve the goal behind it.