

Social Media policy

User guide



May 2017

Credicorp Bank Confidential

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Policy

The next policy document gives employees guidance for the correct use of social media, which should be broadly understood for the management of blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, other sites and services that allowed users sharing information with others in a contemporaneous manner.

Procedures

The next principles applies to restricted professional use of social media on behalf of Airports Council International - Latin American Caribbean (ACI-LAC) also referring the company in any personal social media.

- Users and employees need to know and adhere to ACI-LAC's handbooks and company policies for social media use in reference to ACI-LAC
- Users and employees may be aware of the effect and consequences their actions could have on their own image as well as ACI-LAC's image. The information that users and employees post or publish may be public information for a long time.
- All users and employees should be aware that ACI-LAC may observe content and information made available by employees through social media. Our employees should use their best judgment in posting material that is neither inappropriate or harmful to ACI-LAC, other employee or customers.

- Although is not an exclusive list, there are some specific examples of forbidden social media behave include posting commentary, content, or images that are defamatory, pornographic, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees have to check with ACI-LAC's Human Resources Department or a supervisor.
- Social media networks, blogs and other type of online content may generate press and media attention or even legal questions. Employees should refer these inquiries to authorized ACI-LAC spokespersons.
- If any employee gets involved in a social media situation that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and look for an advice from a supervisor
- Users and employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks service marks or other intellectual property.
- Use of social media for business purposes is allowed (ex: Facebook, Twitter, Blogs, Instagram and LinkedIn) but personal use of social media networks or personal blogging of online content is discouraged and could result in legal action.