



# **Indus Towers Social Media Guidelines for Business Partners**

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**indus  
TOWERS**

## **IN-IS-POL-SM (Indus Towers Social Media Guidelines)**



### **Applicability**

Below are social media guidelines that are applicable to Business Partners and their employees (hereinafter referred to as "*Business Partners*") associated with Indus.

It is mandatory for all Business Partners to comply with these guidelines when the content being posted or discussed on social media platforms is in relation to Indus, its employees, associates, business, etc. or impacts Indus in any way.

Social media platforms include Twitter, Facebook, LinkedIn, YouTube, WhatsApp, Instagram, Snapchat, Glassdoor, BBM, Viber, Blogs, Wikis, Microblogs, Message Boards, Chat rooms, Google Plus, electronic newsletters, online forums, social networking sites, text messengers, etc. or any online platform used to share or exchange information.

The objectives of these social media guidelines are as follows:

- Safeguard the brand image of Indus
- Ensure no Company specific data (especially containing confidential information) is exposed to unintended audience
- Provide guidelines for usage and sharing of Company information over the social media platforms

### **Photographs and videos**

In light of the fact that photographs and videos are freely circulated on social media, please note that photography and videography at Indus premises or of any Indus events/engagement or of any official get-togethers is STRICTLY RESTRICTED by any camera, including smartphone cameras. Further:

- If there is an event to be photographed or recorded via video, a prior written approval must be taken from Indus CSMO, CSCMO, CHRO and CoIA&A (with justification as well as name of the person who would be responsible for the use or implications).
- No photographs or videos of the above kind are to be uploaded or shared on any social media platform.

### **Personal use and responsibility**

- Business Partners associated with Indus are not permitted to share any information available with them online through their personal accounts whether in a blog, social media website or any other form of user-generated media without the written permission of Indus. Information includes all written, oral and/or data shared with the Business Partner.

### **Usage of Company information**

- Social media postings shall not include the Indus logo unless an explicit written permission is obtained from the CSCMO & National Head Marketing Communications, Indus.
- Never publish any official contact details of Indus employees or associates on a social networking platform where it can be used/accessed widely by people
- Do not use Indus in your screen name or other social media ID profile/picture

**Respect copyright, confidential, proprietary information and information belonging to others**

8

## ***IN-IS-POL-SM (Indus Towers Social Media Guidelines)***



- Respect copyright, fair use and financial disclosure laws
- Do not provide confidential or other proprietary information relating to Indus
- Do not discuss or cite reference to any sensitive matters about Indus' business results or plans publicly, if known to you

### **Non-disparagement**

- Do not criticize or make any negative remarks concerning Indus, its officers, directors employees or associates on any social media platform or publicly. You are restricted from taking any action that negatively impacts the reputation, products, services, management, employees or associates of Indus or materially damages Indus in any way

### **Connect with Indus Marketing Communications department**

- Only those authorized by the Indus Marketing Communications department can publish information relating to Indus on any social media/networking sites.
- If you're uncertain about something, do not post any information and connect with the Indus Marketing Communications team for any further clarity

**On Separation from Indus:** In case of your separation from the Company or termination of business association, you should acknowledge the same on Social Media platforms, be truthful to the public at large and disassociate with the brand gracefully.

## **Usage of text messengers**

1. Text messengers such as Whatsapp, Snapchat, Viber, Google Hangouts, etc. are used very commonly today as a mode of communication. Indus related confidential information should not be shared over this medium. For any communication related to Indus over text messengers, please refer to the below mandatory guidelines to ensure that you are compliant with the Company policy.
2. Do not share photographs or videos related to Indus personnel or events taken during formal or informal gatherings
3. Do not share scans or pictures of Company documents
4. Do not share information such as contact list, address book, calendar, screenshots of official email etc. or any other confidential information over text messengers Some examples of confidential information include information related to rents charged by landlords, landlord details, budget workflows, note for approval details, details of Business Partners, employee personal details, any other sensitive information not known to general public, financial information, etc.

In case you are a part of an official text messenger group involving Indus employees, the following are some guidelines to be followed:

- Do not use the messenger as a substitute to email communication, in order to communicate official information related to Indus. All official information must be communicated through email only
- The group should be formed with the official mobile number only
- Restrict ownership of the group to one group admin, who would also be the originator of the group. Do not have multiple group admins, as it restricts ownership
- It will be the responsibility of the group admin to ensure that no confidential information is shared on the groups

8

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- Do not share any pornographic material (writings, films, videos or any material of a sexually explicit nature) or forwarded/chain messages / jokes.
- Restrict the messaging to strictly professional and do not use any discriminatory, defamatory, abusive or objectionable language

### **Reporting**

- If you notice any content posted on social media about Indus (whether complimentary or critical) please report it to CSMO, CSCMO, CHRO, CoIA&A or the Head of Marketing Communications.

### **Consequence Management**

Where evidence of misuse and/or breach of policies are identified, Indus may undertake a more detailed investigation. If it becomes clear that a Business Partner has breached the policy, this will be treated as a violation of Indus Code of Conduct. Action will be taken by the company as per its disciplinary policy and/or the terms of agreement signed with Indus Towers.

Depending on the severity and recurrence of violations to the policy, Indus reserves the right to take appropriate disciplinary action up to and including separation/termination of Contract under Code of Conduct<sup>1</sup>.

### **Ask for help**

For any doubts or clarifications relating to the dos and don'ts for social media, please get in touch with the CSCMO and / or Indus Marketing Communications Team.

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<sup>1</sup> Code of Conduct is available at Indus Towers Website  
Internal

96

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