Kinisla

Social Media Policy & Guidelines

For Kinisla Employees

A guide to sharing your voice while protecting what matters most



Introduction

Kinisla Employee Social Media Policy & Guidelines

The purpose of this document is to provide guidance for Kinisla employees when talking about Kinisla and its brands on your own personal social media channels in a way that protects Kinisla's brand and reputation. This policy does not form part of any employee's contract of employment and we may amend it at any time.

3 Rules to Remember

1. Confidential and proprietary information relating to your work must not be published online, either in public or private messaging apps. No comments may be made on non-disclosed business practices, financial information, litigation, product or business development.
   Trademark, copyright and intellectual property (IP) must always be respected.
2. Never disclose a customer name, contract or agreement. Do not publicly identify a company as a Kinisla client, unless you have received explicit authorisation to do so from both Kinisla and customer.
3. You may speak about Kinisla but not for Kinisla. When writing posts about the Company, use language that highlights your own thoughts and experiences instead of speaking on behalf of Kinisla.

Do Say ✓

- **"I'm proud to work for a company that..."**
- **"Great to see our team achieve..."**
- **"I really enjoyed being part of...**

Avoid ✗

- **"Kinisla is delighted to announce..." (Partnership)**
- **"At Kinisla, we are proud to offer..." (Service)**

Kinisla's global social media footprint is governed by the Communications Team. Employees with related queries, concerns or doubts about posting content should reach out to the Communications Director - mary.buckley@kinisla.com



10 Do's and Don'ts of Social Media

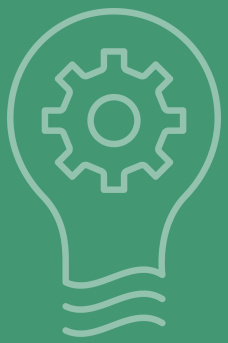
Do ✓

- Add Kinisla and your official title to your LinkedIn experience section. Volunteer and committee roles should be included in the Volunteering section.
- Use a professional, front facing headshot in your LinkedIn profile picture for easier recognition by fellow colleagues, customers and industry peers.
- Like, comment and repost content from Kinisla social media channels or reputable third-party sources.
- Feel encouraged to create original posts that are relevant to the industry and/or your role at Kinisla, do so in a way that clearly depicts your own views and not those of Kinisla.
- Talk about your own experience/knowledge of Kinisla initiatives, programmes or services e.g. Evolve Regendairy.
- Share your excitement when graduating from training, winning awards, participating in external events, trade shows or sharing job vacancies.
- When writing your own posts, use hashtags that are relevant to the post topic e.g. #foodwaste. Only use brand hashtags e.g. #DeepRootsBoldMoves #Kinisla when resharing Kinisla posts.
- Be open about the fact that you work for Kinisla if you post or comment online about the company.
- Feel encouraged to flag any potentially important (negative or positive) commentary or posts you may encounter with a member of the Communications team.
- If you encounter negative commentary about Kinisla on social media, please do not engage but report the activity immediately to mary.buckley@kinisla.com with a screenshot and/or link to the post or comment.

Don't ✗

- Do not use alternative forms of the Company name such as Kinisla Group, Kinisla Ingredients.
- Do not use the Kinisla logo as your profile picture on any channel. The Kinisla logo may feature in your LinkedIn header image if using one of the approved banner options on the template section of the Communications Hub.
- Do not "Check-in" or add your location to posts when visiting customer sites, or share photos where the background may reveal your location at a customer site, or show sensitive data on a whiteboard, computer screen or speaker slide etc...
- Do not indirectly or inadvertently disclose confidential information through social media posts or activity, e.g. accepting several invitations from people working for a customer may allow others to deduce who you are working with.
- Do not announce official Kinisla partnerships or collaborations on personal channels.
- Do not share information, including imagery or video of internal events, without prior approval from the Kinisla event lead.
- Do not share- without their permission - images or videos of your fellow employees or other Kinisla stakeholders.
- Do not leave hashtag only comments under Kinisla posts. consider adding a supportive comment or sharing your thoughts on the post topic instead.
- Do not use your own social media profiles to publicly solicit business from customers or candidates.
- Do not post misleading, malicious or unfair content online about Kinisla, your colleagues, competitors or external stakeholders.
- Remarks made in the name of Kinisla which are of an offensive, derogatory or threatening nature may result in disciplinary and/or legal action being taken.

Keep in mind



- All posts and comments made by Kinisla and Kinisla employees on social media may be monitored by the media.
- If you are contacted by a member of the media in relation to any Kinisla matter, please do not respond directly. Instead, ask them to direct all enquiries to media@kinisla.com.
- If you make a mistake, perhaps inadvertently posting inaccurate information, promptly correct it by clarifying, editing or removing your post or comment. If you think you may have made a mistake, or something you have posted or shared may pose a reputational risk to the business, inform the Communications Team immediately for further guidance.

Social Media guidelines for internal events

At internal conferences and events, we expect most of the content covered to be confidential and not suitable for sharing externally. However, if there are non-confidential aspects that have been approved for sharing, please do so in accordance with the guidelines below.

- External social media posts related to an internal event should not focus on the specific information shared at the event, instead you could talk about topics like the value you got from attending, the enjoyment of catching up with fellow colleagues, the excitement of visiting a new location through work, and so on.
- Confidential and proprietary information shared at the internal event is for employee knowledge only and must not be shared on social media, publicly or privately. Examples of confidential information may include non public financial projections, customer data, internal company operations and strategies, or any other information that could give competitor businesses an advantage if it were made public.
- Before posting a photograph or video from an internal event to social media, review it carefully to ensure nothing confidential or business-sensitive appears in the background e.g. on someone's computer screen or notebook.
- When talking about Kinisla from your own social media profile, talk about the Company in the third person. For example, "This week, Kinisla hosted a Conference in [Location]...".
- Posts related to the event should be written in a way that speaks of your own experience, perspective and opinion, and not that of Kinisla. For example, "I had a great time catching up with colleagues at the Kinisla Commercial Conference this week..."

Kinisla Social Media footprint is governed by the Communications Team. Employees with queries, concerns or doubts about posting content related to internal events should reach out to **mary.buckley@kinisla.com** (Communications Director)



Kinisla

Share with confidence
Be thoughtful with how you represent Kinisla

Need support?
Contact:
mary.buckley@kinisla.com

DEEP ROOTS
BOLD MOVES