

1. Organization & Workplace	
1.8. Digital & Social Media	
Owner	People & Organization
Approved By	CPO, CFO, CEO
Version 1.0	01/06/2017
Version 2.0	01/09/2019

1.8. Digital & Social Media Policy

Features

Digital media and **social media** for these purposes refers to social networking platforms such as Twitter, Facebook, Snapchat, Instagram, Whatsapp, Messaging, and others, as well as locally relevant social networks, blogs, wikis, personal websites, forums, online chat, discussion groups, electronic newsletters, and other sites and services that allow people to share information online.

Jazz encourages employee engagement, participation, and interaction on digital and social media. We promote truthful and collaborative communications. These policies provide frameworks to guide and ensure that all digital content, including social media content, shared by a Jazz employee is produced, managed, and delivered in a way which is consistent with Jazz's values and policies and the governing laws in Pakistan.

Jazz recognizes that personal and professional identities may get easily blurred in the social media universe. Actions taken in a personal capacity can reflect on your professional status. It is your responsibility to keep your personal online reputation and corporate reputation of Jazz clear and above reproach, whether it is on your personal or official accounts.

As Jazz considers its employees as family members, we request former Jazz employees to uphold these values even after they have left the organization or else strict action will be taken to enforce this, including but not limited to taking away the employee's cellphone.

If you find any information that may be considered important or sensitive in the public domain, please notify the Corporate Communications team immediately at corporatecommunications@jazz.com.pk. Any deviation from the guidelines will lead to **strict** disciplinary action under the rules of the company.

1.8.1. Internal Digital Media Policy

Your internal digital media includes all channels used to disseminate content and to facilitate communication within the organization such as emails, Workplace by Facebook, and online platforms e.g. Pit-Stop, PeopleHub etc.

Do...

- Do use these internal digital and social channels to engage, generate, and sustain meaningful, innovative, and collaborative ideas with colleagues to add value to the organization.
- Do remember to be respectful, professional, and fair towards your colleagues (Jazz's Code of Conduct policies and guidelines are applicable to interactions between colleagues during internal digital and social interactions).
- Do use your discretion in utilizing the appropriate channel for the different kinds of messaging. Where applicable, you are advised to get in touch with the relevant POC. Specific confidential

issues and compensation related (i.e. salary, benefits, promotions etc.) cases are to be handled outside of Workplace by Facebook in a direct dialogue with your line manager and business partners from the People & Organization team.

- Do feel free to disagree or share suggestions/criticisms that are intended to make Jazz better, however criticism with sarcasm breaches the Jazz 1st ethos and will be considered as a violation.
- Do respect copyright. Before posting someone else's work, please check with the owner first.
- Do remember that all comments posted in the digital world are for the enhancement of our Corporate Image.

Don't...

- Don't share confidential information on public platforms including Workplace by Facebook.
- Don't use defamatory or disrespectful comments that can create a hostile working environment. These are strongly discouraged. Harassment, bullying, profanity, threatening language, attacks on or intimidation of any party, including our online community members or staff; malicious speech regarding topics of gender, sexual orientation, religion, gender identity, age, ethnic origin or race; sexist joke or comments; hate speech; suggestion or encouragement of illegal activities; and demeaning remarks about personal appearance or ability will not be tolerated and are not acceptable on company digital and social media channels.
- Don't comment negatively on company matters, even in a personal capacity, as sometimes these comments may be perceived as the company's opinion or views.
- Don't post material related to any religion, regardless of intention. We recommend not to indulge in religious or political conversations that may be misunderstood or lead to divisiveness in the organization.

1.8.2. External Digital Media Policy

Your external media includes all channels that connect Jazz to the external world, including, but not limited to; personal messaging services (e.g. Whatsapp, Messenger, etc.), corporate websites, blogs, communities, and social media sites (e.g. Facebook, Twitter, etc.).

Only the authorized spokesperson is allowed and competent to speak on behalf of Jazz on company matters. External requests from media are to be referred back to the Communications team - do not provide comments, even in good faith. Please refer back to corporatecommunications@jazz.com.pk.

Do...

- Do seek approval for any external communications regarding the affairs of the company. This can be done through the Corporate Communications Department.
- Do remember you are the company's brand ambassadors and your activities and behavior regarding the company products, services, culture, infrastructure etc. are a reflection of Jazz.
- Do use disclaimers. For personal social media accounts, please use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of the organization and its brands". Please always write in the first person and don't use your company email address for private communications. Please consider that even anonymous postings on Wikipedia can be traced back to the company.

- Do use discretion in utilizing the appropriate digital media channels to communicate with internal and external stakeholders. Specific confidential issues are to be handled in a direct dialogue with the respective stakeholder.

Don't...

- Don't share any confidential information such as customer/employee information and internal communication messages that are not in the public domain. Employees should be conscientious regarding any Personally Identifiable Information (PII) that is collected, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable Privacy Policies, laws and IT policies.
- Don't comment on work-related legal matters unless you are an official spokesperson, and have the approval to do so. This includes: talking about revenues, future products, pricing decisions, unannounced financial results or similar matters. Only officially released information available in the public domain about Jazz brands, products and services, corporate and financial information, events, and other activities can be replicated on external channels by Jazz employees. Stay away from discussing financial topics and predictions of future performance at all costs.
- Don't share information on Jazz's internal channels with anyone outside the organization, or on external media channels, without the prior approval of the Corporate Communications team. The Corporate Communications team will not be held responsible for any reputational loss at the hands of unapproved content.
- Don't create social media accounts representing the company. Only authorized members of staff can create social media accounts representing Jazz, its brands, campaigns, or trademarks.