

SOCIAL MEDIA GUIDELINES

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The Social Media Guidelines applies to all employees of Al Haqq Society, Al Haqq Agency and Al Haqq Network, their authorised representatives hereinafter named as "the Agency" and vendors, consultants, project and contract employees, freelancers and any other engaged third party affiliates who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media.

01. Speak in the first person. Use your own voice; bring your own personality to the forefront; say what is on your mind.
02. Be transparent and state that you work at the Agency. Your honesty will be noted in the Social Media environment. If you are writing about the Agency or a competitor, use your real name, identify that you work for the Agency, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
03. Never represent yourself or the Agency in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. Externally, never identify a client, partner or supplier by name without permission and never discuss confidential details of a client engagement.
04. Add value. Post meaningful, respectful comments. Talk to your readers like you would talk to real people in professional situations. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.
05. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to the Agency. Make sure your efforts to be transparent don't violate the Agency's privacy, confidentiality, and legal guidelines for external commercial speech. The Agency's conduct and brands are best represented by its people and what you publish may reflect on the Agency's brand and/or clients.
06. Always pause and think before posting. What you publish is yours, as is the responsibility. What you publish is widely accessible and will be around for a long time, so consider the content carefully. If you make an error, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
07. Make sure you write and post about your areas of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at the Agency. Respect copyright, fair use and financial disclosure laws.
08. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the your superior for advice and/or to disengage from the dialogue in a polite manner that reflects well on the Agency.
09. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.

10. Please never comment on anything related to legal matters, litigation, or any parties the Agency may be in litigation with.
11. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or the Agency's IP address. Refer all Social Media activity around crisis topics to your superior.
12. Respect your audience. Don't engage in any conduct that would not be acceptable in workplace. Be smart about protecting yourself, your privacy and show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (such as ethnicity, personal background, politics or religion).
13. Don't forget your day job. You should make sure that your online activities do not interfere with your job or commitments to customers.

The Agency believes in the importance of open exchange and learning. All of the Agency's employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these guidelines.

Please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.