



Social Media Guideline

The primary purpose of our Social Media Guidelines is to give you a sense of confidence when using social media. Second, they will help to avert a breakdown in communication and to forestall a wide range of legal difficulties.

1 You are responsible for your actions

You yourself are responsible for your conduct and the statements you post on the internet – irrespective of whether you do so in a professional or personal capacity. What you should always bear in mind is that once something is published on the internet, it can take a long time before it is taken down again. Protect your privacy and familiarise yourself with the relevant features on the platforms that you use.

2 Speak for yourself, not for the company

The management of our company is responsible for making official statements and publications. Make it clear that any statements you make reflect your own views and are not necessarily those of the company. A disclaimer, for instance, that you include on your social media pages, can help with this: *“The posts published here reflect my own personal views and do not represent those of my company.”*

3 Comply with statutory requirements

Laws apply on the internet as well. You are therefore also obliged to comply with legal requirements such as data protection, personal privacy, copyright and trademark law when you are online.

4 The web is not the place for business secrets and internal information

Business secrets and internal information may not be disclosed to the general public. A guide to help you in this context is not to communicate anything that you have not already seen in a published form, for example on our website.

The same applies to details regarding content or internal company affairs, where you can assume that it is in the company's interest not to publish them. Get in touch with the Compliance Team compliance@muegge.de, if you are unsure. We are always happy to help and advise you if you are in any doubt.

5 Respect and courtesy are essential when it comes to communication

It goes without saying that you should treat other people with respect. Therefore: follow the rules of common courtesy and be respectful towards others. Insults, profanity and slurs are not welcome. Every social media platform has its own rules, find out what they are and follow them.



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6 Transparency, openness and authenticity are the basis on which trust is built

Transparency, openness and authenticity are simultaneously the most important values on social media and the basis on which trust is built. That is why it is important that you disclose that you are an employee of the company and use your real name when you join in discussions on matters of relevance to our company. If you neglect to do this or wait too long, it could quickly be interpreted as surreptitious advertising, and your good intentions might backfire. If the subject matter is not your immediate area of expertise, it is always helpful to consult the relevant department so that you do not spread misinformation.

7 To err is human, so own your mistakes

It is not always possible to avoid mistakes; what counts afterwards is that the situation is handled transparently and tactfully. Apologise for any mistakes you have made and do not try to cover them up. If you correct posts that have already been published, you must indicate the corrections as such.

8 Quarrels should not take place in public

Do not allow yourself to be provoked into quarrelling in public, and avoid a know-it-all attitude. You will stand to gain more from a calm approach, combined with a confident, matter-of-fact response than from an overheated reaction. If you get bogged down in a discussion, please do not hesitate to contact us at compliance@muegge.de.

9 Know what to do if things get heated

You have come across a particularly critical post or are concerned that an issue or incident within the company could escalate into a crisis or negative commentary about our company? If so, please inform us immediately by sending an e-mail to compliance@muegge.de. We will look into the matter immediately and take whatever steps are necessary. In this context, there is no such thing as too much information, every bit counts.

10 Impeccable conduct vis-à-vis business partners and customers

Anything posted on the internet could potentially be read by our business partners. Any disrespectful conduct reflects negatively on the company as a whole.

So, even if you are stressed or experiencing problems, refrain from speaking about them in public. It should go without saying that negative comments and disrespectful remarks about partners, customers and even potential customers are an absolute no-go. However, if you see it as an opportunity to help a customer solve a problem or answer a question, please feel free to do so.



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11 Forewarned ist forearmed

Any time you are not sure if what you are about to do is a good idea – just don't do it, or at the very least check with us, the Compliance Team at **compliance@muegge.de** first. We would be happy to help you with any questions you may have concerning the internet.