

Houusp Tech India Pvt. Ltd.

Social Media Policy

Policy name	Social media policy
Created on	8 th April 2025
Next revision date	8 th October 2025
Version number	V1
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1.0 PURPOSE:

This policy provides guidance for employee use of social media in both professional and personal capacities when referencing Housp. Social media includes, but is not limited to:

- Social networking sites (e.g., Facebook, LinkedIn, Twitter, Instagram)
- Blogs, microblogs (e.g., X/Twitter, Tumblr)
- Online forums, wikis, and message boards
- Chat rooms and instant messaging platforms
- Video-sharing platforms (e.g., YouTube, TikTok)

Social media can impact the company's reputation, brand image, and legal standing. All employees must use it responsibly and in accordance with company standards.

2.0 SCOPE:

This policy applies to:

- All employees, including full-time, part-time, contractual, and temporary staff.
- Interns, consultants, and third-party representatives using social media on behalf of Housp or in reference to it.

It covers both:

1. Professional Use: Social media activities carried out on behalf of the company.
2. Personal Use: When employees reference or discuss the company on personal social media accounts.

3.0 SOCIAL MEDIA GUIDELINES:

3.1 General Principles:

- When using social media, all employees must adhere to Housp's Code of Conduct, Employee Handbook, and other company policies.
- Employees should be aware that what they do online might affect not only Housp's brand and public perception, but also their own reputation.

- Any content shared on social media may remain public indefinitely and can be accessed by clients, competitors, and the media.
- Posts that can potentially harm the company's reputation, disclose confidential information, or violate company policies should be avoided by employees.

3.2 Acceptable & Unacceptable Use:

Employees must not:

- Share defamatory, pornographic, discriminatory, harassing, or libelous content that could create a hostile work environment.
- Disclose confidential or proprietary information about the company, clients, partners, or stakeholders.
- Post or comment in a way that could be interpreted as endorsing or opposing political, religious, or controversial issues on behalf of the company.
- Represent themselves as official spokespersons of the company unless authorized to do so.
- Use company logos, trademarks, or copyrighted materials without proper permission.

Employees must:

- Use respectful and professional language when discussing the company, colleagues, or clients.
- Ensure accuracy when posting information about the company.
- Report any negative or harmful posts about the company to management rather than engaging in online disputes.

3.3 Confidentiality & Data Protection:

- Employees must not share or disclose:
 - Business strategies, sales figures, financial data, or internal reports.
 - Client or partner details, including names, contracts, and agreements.
 - Information about ongoing projects or developments that have not been publicly announced.

If employees are unsure whether information is confidential, they should seek clarification from the HR department or their supervisor before posting.

3.4 Media & Press Inquiries:

- Employees are not permitted to directly respond to inquiries from the press, media, or legal representatives regarding business-related matters on social media.
- The Public Relations (PR) department or the designated business spokesperson should be contacted with any such questions.

3.5 Handling Negative Online Situations:

- If employees encounter negative comments or criticism about the company, they should:
 - Remain professional and refrain from engaging in heated arguments.
 - Disengage politely and escalate the matter to their manager or the marketing team.
 - Report any threats, harassment, or online attacks to the HR department.

3.6 Permission & Intellectual Property

- Employees must obtain proper permission before:
 - Posting images, names, or information about current or former employees, clients, vendors, or suppliers.
 - Using third-party copyrights, trademarks, or service marks in their posts.

Failure to secure necessary permissions may lead to disciplinary action.

4.0 Disciplinary Actions

Violations of this policy may result in disciplinary action, including but not limited to:

- i. Verbal or written warnings for minor infractions.
- ii. Suspension, demotion, or termination for repeated or severe offenses.
- iii. Legal action in cases involving defamation, data breaches, or intellectual property violations.

5.0 Reporting Violations

If an employee notices any misuse of social media that could harm the company's reputation or business, they should report it to (i) Their immediate supervisor or manager or (ii) The HR department. All reports will be handled by the company confidentially and fairly.