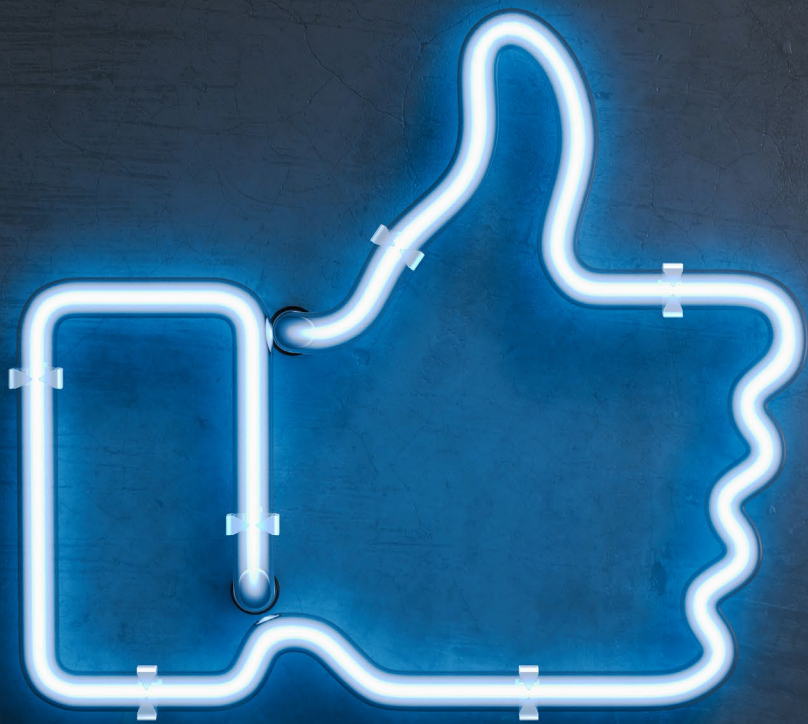


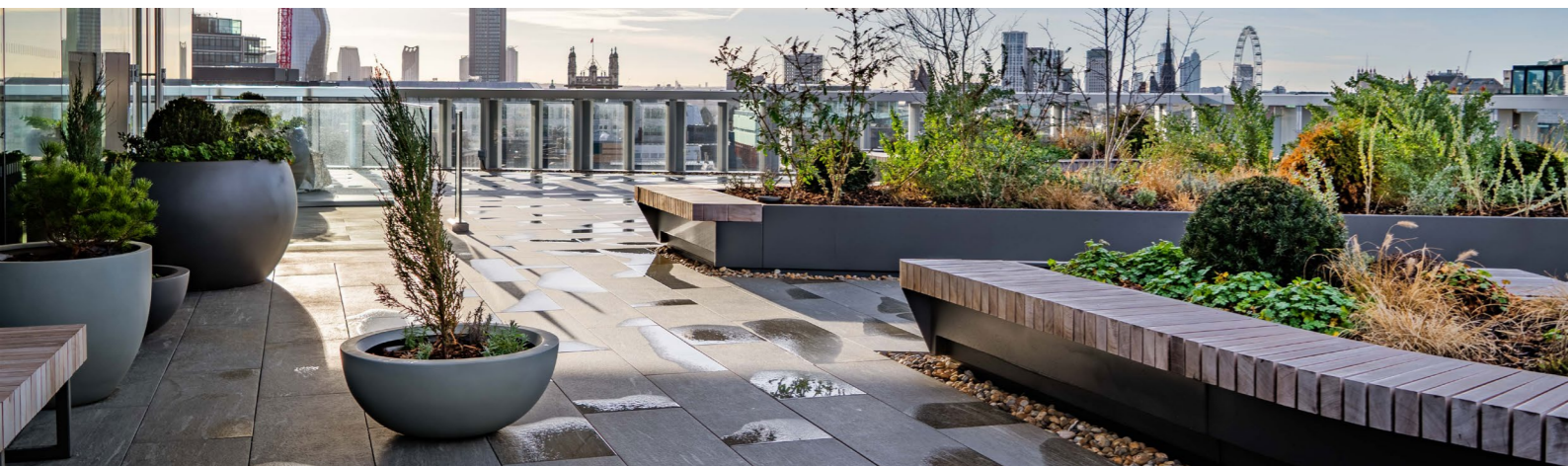
Social  
Media  
Policy

**Best  
Practices**



dar

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SOCIAL MEDIA DOS AND DON'TS FOR STAFF

## Policy Summary

At Dar, we believe participating in online discourse through the social web can empower us as global professionals, as citizens, and as a company.



However, we also recognise that participation carries potential risks to Dar's reputation, brand integrity, legal compliance obligations, confidential and proprietary information, as well as risks to clients, colleagues and, in some cases, the public.

To minimise these risks, users are expected to comply with the applicable policies and with the social media protocols described in this policy. This Policy applies to participation in both Dar and non-Dar social media sites including, but not limited to, Threads, Twitter, Facebook, LinkedIn, Instagram, Chatter, Autodesk User Group forums, Dar's internal forums, online comment sections of newspapers, or any blog, wiki, or social network.

In the event of any violation of this Policy and as allowed under applicable laws, Dar reserves the right to take such action as it deems necessary to protect Dar's interests including, but not limited to, deleting any content posted on a Dar social media site, taking action to remove content on any non-Dar site and taking disciplinary action, up to and including termination of employment, against Employees who violate this Policy. Notwithstanding the foregoing, nothing in this Policy is designed to interfere with, restrain or prevent users from engaging in legally protected activities.

## Policy Objectives

- 2.1** To define how we embrace social media channels to build awareness of Dar and provide a positive client experience.
- 2.2** To ensure our colleagues feel empowered and able to use their own social media channels to share the Dar message, giving rise to positive experiences and opportunities.
- 2.3** To outline how we use social media platforms to proactively engage with our audience and respond to their questions.
- 2.4** To mitigate any risk factors that may arise through our social media platforms.
- 2.5** To provide clear internal and external customer responsibilities and standards.
- 2.6** To protect Dar's brand and business reputation



## Policy Details

### 3.1 Responsibility for Company Social Media Pages

- 3.1.1 The overall accountability for guiding and co-ordinating Dar's social media activity rests with Dar's Marketing/Communications Team.
- 3.1.2 The Dar Marketing/Communications Team has overall accountability for the content posted across our social media platforms. All content posted is subject to approval by Dar Directors or Project Managers before publication. We will work with all business areas to identify messages for each of the channels. We will ensure that all platforms are regularly updated with relevant company news and aligned with Dar and Dar Group communications.
- 3.1.3 There will be some departments, such as HR, who have access to relevant social platforms as part of their role. In order to set up access to platforms correctly, colleagues must come through Dar's Marketing/Communications Team, so they can provide full support with understanding the channel, campaigns, and analytics.
- 3.1.4 New social media accounts in Dar's name must not be created unless approved by the Dar Marketing/Communications Team.
- 3.1.5 Company social media accounts are protected by strong passwords that are changed annually and shared only with authorised users. A list of authorised users is kept for audit purposes by Dar's Marketing/Communications Team and reviewed regularly to coincide with regular internal Dar IT password changes.

### 3.2 Responsibility for Company Social Media Pages



#### LinkedIn

<https://www.linkedin.com/company/dar-al-handasah/>



#### Instagram

[https://www.instagram.com/daralhandasah\\_/](https://www.instagram.com/daralhandasah_/)



#### Facebook

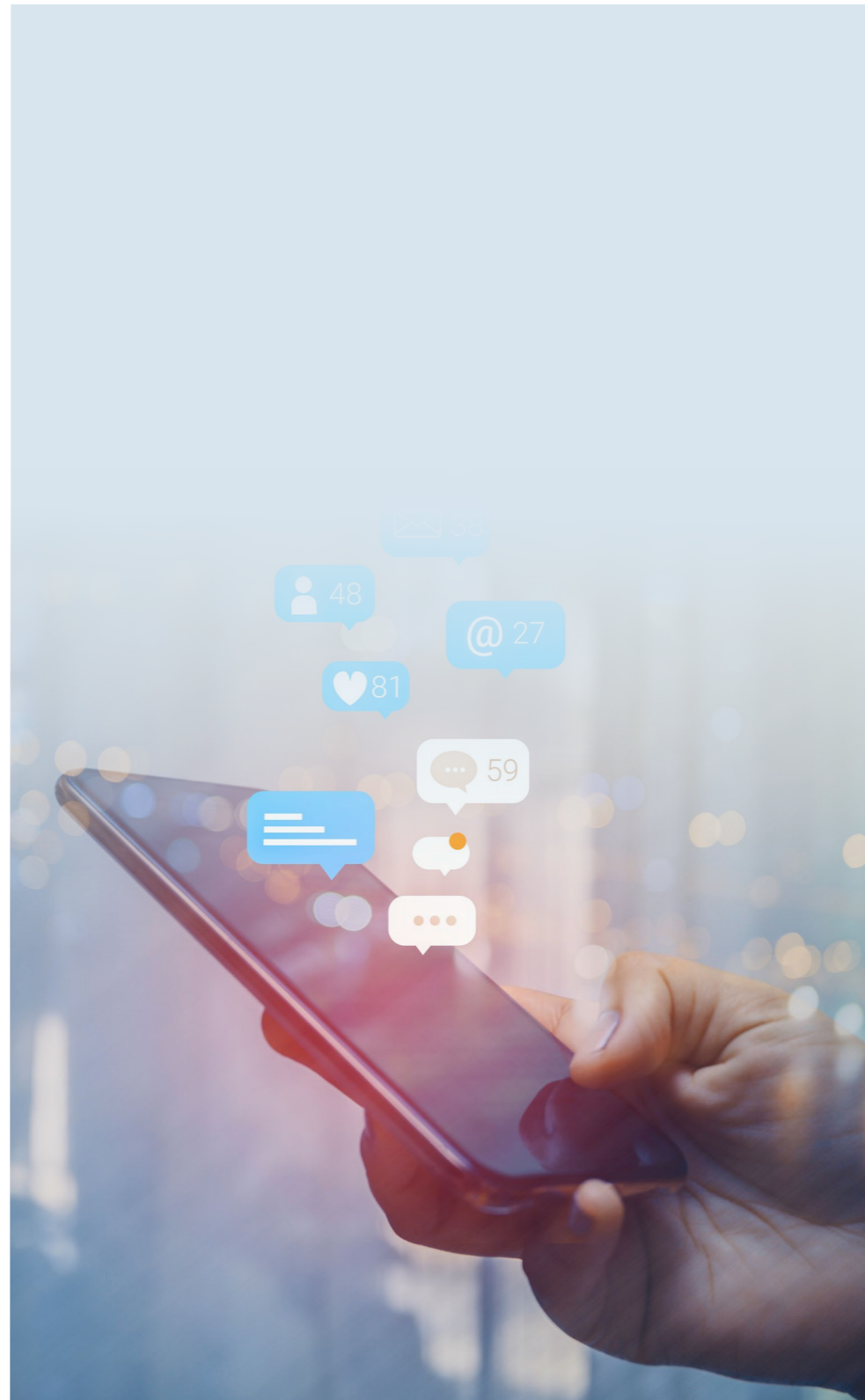
<https://www.facebook.com/daralhandasahofficialpage/>

### 3.3 Use of Personal Social Media Pages

- 3.3.1 At Dar, we encourage our employees to actively promote positive Dar news stories across their own social media channels. We want everyone to feel empowered and get involved with Dar's marketing and social media activity – so follow our channels, like, share, comment, tag, and enjoy.
- 3.3.2 All employees who use personal accounts and mention Dar online, should ensure they feel comfortable using social media platforms and understand the guidelines within this policy. If you are unsure about how to get involved or how to use social media effectively, please contact Dar's Marketing/Communications Team at [socialmedia@dar.com](mailto:socialmedia@dar.com), who will be happy to help.
- 3.3.3 All employees are responsible for the content they publish on their social media channels in connection with Dar. Please remember that the Internet never forgets. This means everything you publish will be visible to the world for a very, very long time.
- 3.3.4 All employees should take into consideration who we are as a business when posting about us online, and remember what our role at Dar means in the social media community (to be a social media ambassador, and build the Dar brand in a positive way).  
  
If you are using personal accounts to post about Dar you should make it clear in your social media 'bio' that any opinion given is your own and not that of Dar. You should avoid any religious or political opinion and not use inappropriate language or make any comments which could be deemed as offensive and/or bring the company into disrepute.
- 3.3.5 Employees should not post any confidential information on any social platforms. If Dar has not officially released the information, please do not discuss it. As a general rule, refrain from discussing financial topics, predictions of future performance, contract awards.

Any information posted on the Dar company social media channels has already been approved and can be shared. **If the information is not displayed on the company social media channels, it must be checked with Dar's Marketing/Communications Team to determine whether or not it can be shared externally.** This is particularly pertinent for sensitive information such as projects we have been awarded or projects we are working on, some of which may have non-disclosure agreements (NDAs) in place.

- 3.3.6 Where colleagues are using social media in a personal capacity without mentioning Dar they should always remember they are posting in a public domain and must not post any material which could cause offence to customers and colleagues and/or bring the company into disrepute.



## 3.4 Contributing content to the Dar social media channels

- 3.3.7 Employees should not represent themselves or Dar in a false or misleading way, e.g. If you are not the CEO, do not claim that you are on social media.
- 3.3.8 Employees should not use ethnic slurs, personal insults, obscenities, or engage in any conduct that would not be acceptable in the workplace. Remember, when you are online you are representing Dar, our people, and our values.
- 3.3.9 Employees should maintain a professional and composed demeanour when engaging in online discussions, even when encountering differing opinions that may seem antagonistic. Employees are expected to always communicate in a respectful and polite manner, and refrain from abruptly disengaging from conversations. Seeking advice from Dar's Marketing/Communications Team is encouraged.
- 3.3.10 Employees should ask permission of anyone featured in any photos they wish to post on social media, before they post. Please check they are happy to be featured on our social media channels and do not use their photos if not.
- 3.3.11 Employees should let Dar's Marketing/Communications Team know immediately if you see something on a social media platform related to Dar that you feel should not be there.
- 3.3.12 We recommend colleagues protect themselves by regularly updating their privacy settings on any social media profiles.
- 3.3.13 If employees are contacted on their personal social media accounts by a customer or client, please direct them to our corporate channels. If contact continues it should be flagged with your line manager and the Dar Marketing/Communications Team.
- 3.3.14 If employees find themselves the victim of any social media wrongdoing as a result of working for Dar, (for example, being personally named in a review), Dar will review the issue, report where necessary, and work to keep you as an individual supported and up to date with any outcomes.

Dar's Marketing/Communications Team is always on the lookout for personal, engaging content for Dar social media. We want to hear about interesting, exciting things you and your colleagues are doing or achieving in your projects and teams.

Examples of things we would like to hear about are:

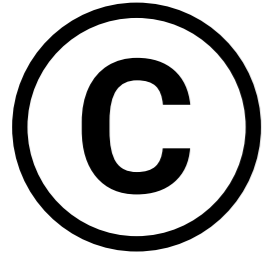
- |   |   |   |   |
|---|---|---|---|
|    | Abstracts and thought leadership content              |    | Award nominations   |
|    | New contracts, projects or partnerships               |    | New qualifications, appointments and achievements   |
|    | Project milestones - breaking ground, topping out     |    | Charity fundraising/volunteering  |
|    | Case studies on successful projects                   |    | Team activities   |
|    | Partnerships with or mentoring at universities        |    | Recruitment/high level new starters   |
|  | Attendance at exhibitions or conferences              |    | News stories relating to our values - especially if you feel able to add your views or comments |
|  | Presentations or speeches at events, conferences etc. |   | Cultural events   |
|   |   |  | Dar collaborations with member firms  |

**\* Please note that client and Area Office permission to post information must be sought before publishing.**

If you have anything on this list, or anything else you think would be suitable for social media, please share the content with Dar's Marketing/Communications Team via [socialmedia@dar.com](mailto:socialmedia@dar.com).



## Copyright and Fair Use Laws



### 4.1

Users must at all times comply with laws governing copyright and fair use. Users must not copy or quote any other person's or entity's work without prior written approval from the owner of the copyright to the material at issue unless use of the other party's work is considered "fair use." Fair use refers to limited circumstances wherein copyrighted material may be used without permission of the copyright holder. The following factors must be analysed in determining whether the doctrine of fair use is applicable: purpose and character for which the work will be used (e.g., criticism, comment, news reporting, teaching, scholarship, research), nature of the copyrighted work, amount and substantiality of portion used, and effect of use on potential market for copyrighted work.

### 4.2

Users are responsible for complying with all applicable laws regarding the content of any statements or materials they publish on social media sites.

### 4.3

Questions regarding the definition or interpretation of copyright or fair use laws or regarding the legal implications of any communication or posting should be directed to Dar's Legal Department.



## Glossary of Terms

A guide to some of the terms used in this policy and also commonly used when referring to social media.

<b>Audience</b>	A group of followers and the people a company wants to reach.
<b>Bio</b>	A short section of explanatory/introductory text at the top of each social media account that explains who the user is.
<b>Branding</b>	The process of creating and maintaining a distinctive identity, image, or perception of a company or its products/services in the minds of its target audience. Branding on social media involves maintaining consistency in messaging, visual elements, and tone to reinforce the company's values and reputation.
<b>Comment</b>	A response or feedback provided by users on social media posts. Comments can be in the form of text, emojis, or multimedia content. They provide a way for users to engage in conversations and share their thoughts or opinions on a specific post.
<b>Community</b>	A group of individuals with shared interests, goals, or affiliations who engage in discussions, interactions, and content sharing on social media platforms. In the context of a corporate social media policy, it may refer to the company's online community or the audience it engages with.
<b>Confidential Information</b>	Sensitive or proprietary information that is not intended for public disclosure. This includes trade secrets, financial data, customer information, or any information covered by non-disclosure agreements. Employees should exercise caution and not share confidential information on social media platforms.
<b>Copyright</b>	Legal protection given to original creative works, such as text, images, videos, or music. It grants exclusive rights to the creator and prohibits unauthorised use, reproduction, or distribution. Employees should respect copyright laws and avoid using copyrighted content without proper permission or attribution.
<b>Crisis Management</b>	The process of handling and mitigating potential or existing public relations crises on social media platforms. It involves timely responses, addressing concerns, and managing the company's reputation during sensitive situations.
<b>Direct Message</b>	One-to-one communication through private message or direct messages on social media platforms that can only be seen by the sender and the recipient.
<b>Disclosure</b>	The act of providing transparency and informing the audience about any potential biases, conflicts of interest, or relationships that may influence the content being shared. Employees should disclose their affiliation with the company when posting or commenting about topics related to the company or its industry.
<b>Employee Advocacy</b>	The act of employees using their own social presence to increase the reach of the company and its content.

<b>Engagement</b>	The level of interaction, involvement, or response generated by social media content. It can include likes, shares, comments, clicks, or any other form of user interaction with the company's social media posts.
<b>Follower</b>	A person who subscribes to a social media account (personal or company) in order to receive that account's updates.
<b>Hashtag</b>	A word or phrase preceded by a '#' sign used to connect posts on social media to other posts on the same subject or a trending topic. Hashtags are a way to make it easier for users to search for posts related to specific topics.
<b>Like</b>	An action that can be made instead of writing a comment or sharing a post. A user can click the Like button as a quick way to show approval.
<b>Mention or Tag</b>	An instance in which a user includes someone else's @username in their post or comment, to attribute a piece of content, start a discussion, or alert them to a new piece of content they may find interesting.
<b>Monitoring</b>	The act of regularly observing and analysing social media platforms for mentions, comments, or discussions related to the company or its brand. Monitoring helps identify potential issues, feedback, or opportunities for engagement on social media.
<b>Personal Capacity</b>	An employee's actions and posts on social media as an individual, unrelated to their role or representation of the company. Clarifying personal capacity will distinguish between personal opinions and the company's official stance or statements.
<b>Post</b>	The act of creating and sharing content on a social media platform, such as text, images, videos, or links. It refers to the original content published by an employee or representative of the company.
<b>Publish</b>	The process of making a post or content publicly available on a social media platform. Once a post is published, it can be viewed by the target audience or the public.
<b>Reach</b>	The number of people who can see the content a company or individual shares on social media, whether they are a follower or not.
<b>Reshare/Repost</b>	The act of sharing someone else's post or content on social media platforms. It allows users to distribute or amplify existing content by sharing it on their own timeline or newsfeed.
<b>Social Media Policy</b>	A set of guidelines and rules established by a company to govern the use of social media by its employees and representatives. It outlines acceptable behaviour, content guidelines, and expectations for employees when using social media platforms on behalf of the company.
<b>Trolling</b>	Engaging in provocative, offensive, or disruptive behaviour online, with the intention to provoke emotional responses or arguments. Trolling by employees when representing the company on social media platforms is strictly forbidden.

## Social Media Dos and Don'ts for Staff

### 6.1 Purpose and Scope

Social media is one of today's most important ways to connect and communicate. These "dos and don'ts" offer a brief snapshot of some of the main points to remember when engaging in social media. Please note that this document does not supersede the overall Social Media Policy.

### 6.2 Guidance

Put simply, our policy is to:



If you have concerns or questions, don't hesitate to email us at [socialmedia@dar.com](mailto:socialmedia@dar.com). For a more in-depth discussion, refer to the full Social Media Policy Guide.

#### Be responsible

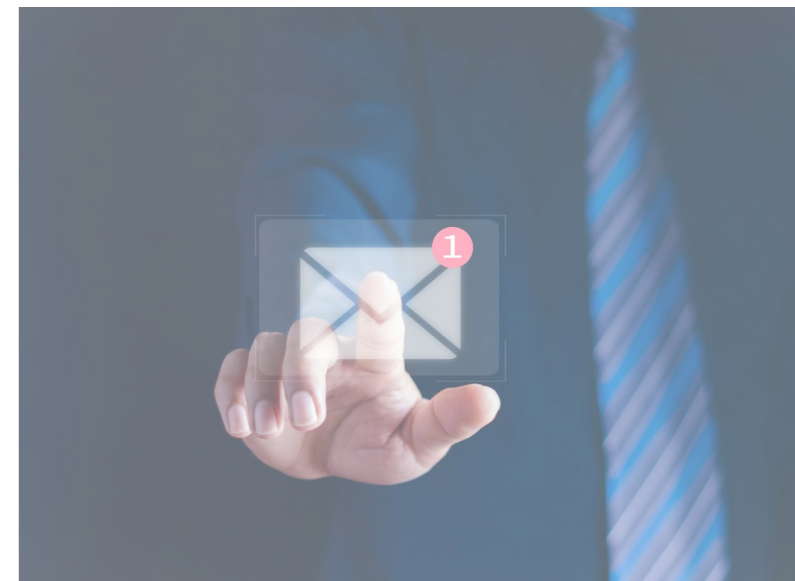
- ▶ **Do** share good news about Dar and the great work we do!
- ▶ **Do** be on top of the latest news and help promote material approved for external use (e.g., press releases).
- ▶ **Do** keep safety top of mind and post with discretion — if it feels "iffy," it's best to abstain.
- ▶ **Don't** post anything that is company confidential or would pose a security risk.
- ▶ **Don't** harm our relationships by sharing project/contract information not approved by our clients or partners.
- ▶ **Don't** share information that's not generally known or publicly available. (If you can't Google it, don't share it.)
- ▶ **Don't** get "sucked in" and let social media distract you from your job.

#### Be respectful

- ▶ **Do** follow Dar's Code of Conduct
- ▶ **Do** celebrate fellow colleagues and their achievements.
- ▶ **Do** treat others as you would like to be treated.
- ▶ **Do** respect trademark and copyright laws — they apply to social media, too.
- ▶ **Don't** harass, discriminate, or slander others in your posts.
- ▶ **Don't** post messages you think might be offensive to others — it truly is better to be safe than sorry.
- ▶ **Don't** take credit for something created or written by others — give credit where it is due.

#### Be real

- ▶ **Do** be yourself — share your interests, expertise and thought leadership.
- ▶ **Do** represent yourself accurately and disclose your role with Dar.
- ▶ **Do** include a disclaimer in your profile descriptions, such as "my statements are my own."
- ▶ **Don't** speak on behalf of the company unless you are authorized to do so.
- ▶ **Don't** make product claims or forward-looking statements.
- ▶ **Don't** use Dar's logo/tagline in usernames, handles or profile graphics. Instead, use imagery that reflects you.
- ▶ **Don't** forget you are responsible for your posts and the content you share — and that it will always be out there.



**Updated  
September 2023**

*These guidelines are in line with Dar's General Security Training booklet, Internet Use Policy (page 11). Wherever there is any conflict or a need to take any corrective action, the Dar Internet Use Policy should be referred to.*

