


POLICY MANUAL				
	SOCIAL MEDIA			
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I. POLICY STATEMENT

MERALCO INDUSTRIAL ENGINEERING SERVICES CORPORATION (“MIESCOR” or the “Company”) recognizes the value of social media in disseminating relevant information about the Company’s business and in strengthening brand awareness and stakeholder engagement. However, the use of social media may involve serious reputational and operational risks and therefore, should be guided by standards that ensure fairness, accountability, integrity, transparency and honesty as well as professionalism and confidentiality whenever appropriate.

II. PURPOSE AND SCOPE

This Social Media Policy prescribes the standards of the Company in relation to the use of online platforms of communication or social media to safeguard the Company’s interest and that of all its stakeholders.

This covers the Company’s Directors, Officers, and Employees of the Company in their online social media usage.


III. DEFINITION OF TERMS

- Organization/ Organization Levels (“OL”)** refers to defined reporting relationships based on organization charts/boxes and a position’s distance from President and CEO as follows (“MIESCOR Guidelines on the Definition and Use of Organization Levels and Job Grades”):

ORG LEVELS	ORGANIZATION / EMPLOYEE
Org Level 1	All Direct report organizations of the President and CEO
Org Level 2	All Direct report organizations of the Level 1s
Org Level 3	All Direct report organizations of the Level 2s
Org Level 4	All Direct report organizations of the Level 3s

- Clearance Authority** refers to personnel in leadership positions in charge of evaluating situations to check for conflict of interest, determining permissibility and issue proper guidance to concerned Directors, Officers, or Employees.
- Confidential or Proprietary Information¹** shall include, but shall not be limited to, any and all trade secrets and any other information, methods, processes, formulae, systems, business, technical, marketing, computer and administrative records, including customer lists, plans, software and other data developed, created, acquired or maintained by the Company.

¹ shall also include internal memoranda or presentation materials not intended for external distribution or reproduction (e.g., appointment letter, organizational structure, employee compensation and other memos of this nature released by HR Talent Acquisition and Resourcing (TAR) /Business Development and Corporate Planning)

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4. **Personal Information** refers to any information, whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual. For purposes of this Policy, Personal Information shall cover information in the custody of and obtained by the Company within the scope of the Company's business objectives, such as, but not limited to, name address, email address, phone number, race, nationality, ethnicity, origin, color, religious or political beliefs or associations, age, sex, marital status, information on education, health, financial, or employment history.
5. **Conflict of interest** refers to a situation where financial or business interest, professional, or other personal considerations or interests that may influence, jeopardize or compromise, or have the appearance, tendency, or propensity of influencing, jeopardizing or compromising the ability of Directors, Officers or Employees to effectively and impartially or objectively exercise independent judgement in the performance of their duties, responsibilities or professional activities in the Company.
6. **Social Media** are various online tools, applications, and sites where users are able to generate files, share content, join networks or promote advocacies, brands or causes.


IV. GENERAL GUIDELINES

A. CONFIDENTIALITY OF INFORMATION AND PROPER USE OF COMPANY PROPERTY

1. Directors, Officers and Employees shall act responsibly with the information, privileges and resources they are entrusted with. Processing of information pertaining to, or in the possession of, the Company shall strictly comply with applicable laws such as the Data Privacy Act and its implementing rules and regulations as well as internal policies, standards and procedures.
2. Directors, Officers and Employees shall safeguard the confidentiality of personal or proprietary information entrusted by the Company, its subsidiaries, affiliates, customers, or other third-party business partners with which the Company relates, except when disclosure is authorized or legally mandated.
 - a. Confidential information includes any non-public information that might be of use to competitors, or harmful to the Company, its subsidiaries, affiliates, customers, or other third-party business partners with which the Company relates, if disclosed.
 - b. This confidentiality obligation shall survive the separation from the Company of its Directors, Officers or Employees due to retirement, resignation, termination, expiration of term of office, or expiration or termination of contract, or any other cause.

B. SOCIAL MEDIA USAGE

1. Directors, Officers and Employees should adhere to Company policies such as Code of Business Conduct and Ethics, Information Security, and Code on Employee


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Discipline when using social media either officially or personally. In line with this, Directors, Officers and Employees should present themselves on social media in a manner that is consistent with that in the corporate world or his dealings with stakeholders and should presume that every post, message or exchange on social media is public. Accordingly, Directors, Officers and Employees shall:

- a. Avoid communications that are defamatory or vexatious, or remarks that would contribute to a hostile work environment as well as any online behavior not conforming to the Company's ethical principles and core values.
 - b. Comply with the established rules on attribution and avoid infringement of copyright, trademark and other intellectual property rights.
 - c. Refrain from publishing or posting comments related to the Company's financial information, management changes or initiatives, lawsuits, shareholder affairs, human resource practices, and contracts with business partners, customers, suppliers and other stakeholders unless authorized.
2. Directors, Officers and Employees shall be liable in their personal capacity for any content published, shared or posted in social media without proper authority or in violation of existing laws or internal policies, standards and procedures.
 3. Directors, Officers and Employees shall avoid using the Company's resources for personal or non-Company activities or for purposes outside of the Company's corporate mission/vision. As such, personal use of social media should not be conducted during Company time.
 4. Directors, Officers and Employees, nonetheless, are encouraged to participate in various Company-sponsored social media applications, sites and tools which are aimed to measure the rate of stakeholder engagement, improve brand perception and implement advisories/crisis response protocol.
 5. Directors, Officers and Employees are encouraged to report to Business Development any negative remarks as well as inaccurate or false information about the Company or its products and services.
 6. Directors, Officers and Employees communicating officially or on behalf of the Company shall be required to disclose their name and affiliation with the Company and ensure to keep records of their communication or interaction in the social media space and monitor the activities of third parties with whom they engage.

C. CLEARANCE AUTHORITY AND BUSINESS RESPONSIBILITY UNITS

1. Due regard to affiliations and/or memberships should be accorded as these may be sources of actual or perceived conflict of interest. Prior to embarking on any affiliation or membership, every Director, Officer and Employee should clear these with the appropriate clearance authority:

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REPORTING PERSON	CLEARANCE AUTHORITY
Director	Chairman of the Board of Directors
Officer	Office of the President and CEO
Organizational Head	Immediate Supervisor/ Immediate Organizational Head
Employee	Immediate Organizational Head

2. The following matters or incident reports should be relayed to the appropriate Organization in the Company, as indicated:

INCIDENT REPORT	Organization
1) Customer account/service complaints or operating troubles	HR Talent Acquisition and Resourcing (TAR) /Business Development and Corporate Planning
2) Conduct unbecoming a Company...	
Director	Office of the Corporate Secretary
Officer	Office of the President and CEO
Organizational Head	Group Head
Employee	Office of the Immediate Organizational Head
3) New products/ service offerings	Business Development and Corporate Planning

V. EFFECTIVITY

This Social Media Policy shall take effect upon approval and shall be published in the website of the Company.