SOCIAL MEDIA GUIDELINES





HEXAGON PURUS

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SOCIAL MEDIA POLICY

Please ensure your personal social media posts align with Hexagon Purus' official social media policy

› **Official social media policy**

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OFFICIAL HEXAGON PURUS ACCOUNTS

Consider following our official company social media accounts:

https://www.linkedin.com/company/hexagon-purus

https://x.com/hexagonpurus

https://www.youtube.com/@hexagonpurusasa

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OFFICIAL HEXAGON PURUS ACCOUNTS

Consider following our official company social media accounts:

https://www.facebook.com/hexagonpurusdeutschland/

https://www.facebook.com/terntrucks

https://www.instagram.com/hexagonpurus_deutschland

https://www.instagram.com/terntrucks

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OFFICIAL COMPANY HASHTAGS

Hashtags are any combination of letters or numbers, without spaces, that follow the # symbol.

For example, #ThisIsAHashtag. Capitalize the start of each word to make it easier to read and more accessible.

Hashtags are like labels for content and bring in more views, clicks, and connections. Clicking on a hashtag in LinkedIn or X (previously Twitter) would bring up all posts sharing that tag. You can also search for a hashtag in the search bar.

Use hashtags to:

- Find and connect with people in our industry.
- Expand our organic reach
- Build a community e.g. #HexagonPurusWorkLife
- Promote our events or products.

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OFFICIAL COMPANY HASHTAGS

Consider using a mix of broad topic and narrow topic hashtags in company-related social media posts.

- **Broad topics:**
  #Renewables, #Hydrogen, #Battery, #Sustainability, #Transport, #Mobility, #Freight,
  #Truck #Business, #Innovation, #Event

- **Narrower topics:**
  #ZeroEmissionMobility, #NetZero, #GreenHydrogen, #GreenFuture, #JustTransition #BatteryElectricTrucks and specific event hashtags

- **For employer branding/job ads:**
  #Careers #GreenCareers #Hiring, #CleanTech, #Jobs, #Recruitment
  and the name of the hiring location e.g. #Kelowna and role e.g. #Engineer

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DO’S AND DON’TS

Comply with financial regulations:
You can communicate what is already public information but avoid forward-looking statements and avoid adding your own spin. Don’t communicate on legal cases or in a crisis.

Use common sense.
Associate yourself with the company when posting. Do not hide, as you are an official ambassador, but be smart and use common sense. Anything you post is ultimately your responsibility.

List Hexagon Purus as your employer:
Do name your employer in your social media bio if you plant to discuss work in your social media posts.

Keep your personal beliefs to yourself.
When associating yourself with Hexagon Purus, please don’t express your personal opinions on politics, customers, competitors, or other stakeholders. Similarly, don’t respond to offensive or negative posts from others. Be positive!

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DO’S AND DON’TS

Respect confidentiality.
Content pertaining to sensitive company information must not be shared outside the company. This includes information that is financial, operational, and legal in nature, as well as any information that pertains to clients and customers. Please don’t share internal slide decks on social media.

Only reference approved resources.
If you are referencing customer names, make sure that those companies have agreed to their names being used on social media. If in doubt, check with the Key Account Manager or your local sales leader. Also, don’t post about customer visits without their permission.

Use approved images, brands and trademarks:
Check you have rights to publish an image and credit as required.

Don’t react emotionally to criticism or questions relating to Hexagon Purus.
Act professionally. Whatever the problems are, we need to address them. Our response should tackle the problem positively, rather than becoming defensive or ignoring the comment. If the issue is genuine, acknowledge the problem and demonstrate an intention to find a resolution.

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DO’S AND DON’TS

Check accuracy.
Never present information that can’t be checked or verified. On the internet, information can be verified immediately. False statements or even omissions are exposed straight away. Disclose your sources. This shows respect for the author and increases your credibility.

Share public company information:
Share social media posts, events and stories already in the public domain.

Be clear who’s talking:
You can express your personal opinions but be considerate, use common sense and make sure it’s clear that you’re not speaking on behalf of the company.

Report harassment:
Inform People & Culture / Communications if you experience harassment or trolling either to yourself or other employees.

Think about your digital footprint:
Material published online may be impossible to remove completely.

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CYBERSECURITY BEST PRACTICES

If using your personal social media accounts on work computers, please be vigilant about cyber safety.

- Don’t use your work email on your social media accounts
- Choose strong passwords
- Use a different password for every social account
- Don’t use the same passwords for your corporate accounts
- Use two-factor (or multi-factor) authentication to login to social networks
- Limit the personal and professional information you share
- Use personal credentials for personal accounts
- Make sure your Internet connection is secure
- Do not download or click on suspicious content
- Only activate geolocation services on apps when necessary
- Practice safe browsing

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INCLUSIVITY BEST PRACTICES

Please be kind on social media and remember that your online presence may be viewed as representative of Hexagon Purus.

Following these inclusivity guidelines:

- Use inclusive pronouns to address others (they/them/theirs/folks)
- Provide descriptive captions for images
- Be thoughtful about representation
- Don’t make assumptions about gender, race, experience, or ability
- Feel free to share your preferred pronouns in your social profiles
- Use title case for hashtags (this makes them more legible for screen readers)
- Use diverse imagery and icons. This includes stock imagery, emojis, and branded visuals.
- Report any comments deemed sexist, racist, ableist, ageist, homophobic, or hateful to any group or person
- Make text accessible, using plain language and accessible to people learning English as a second language or those with learning disabilities

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FURTHER RESOURCES

Free social media training with Hubspot Academy https://academy.hubspot.com/results?q=social%20media&library=true

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