



## **SOCIAL MEDIA POLICY**

TQCS International Pty Ltd (TQCSI) recognizes that technology provides unique opportunities to build our business, listen, learn, and engage with clients, auditors, and employees through the use of a wide variety of social media. However, how we use Social Media and what we say also has the potential to affect TQCSI's reputation and/or expose the Company (and each of us) to business or legal risk.

Be thoughtful about how you present yourself in social media. The lines between public and private, and personal and professional are blurred. If you identify yourself as a TQCSI employee or auditor, or are known to be one, you are now associated with the TQCSI brand.

Therefore, every Regional Office, its auditors and employees have a responsibility to be familiar with and comply with this Social Media Policy. The Social Media Policy has been developed as a guideline for engaging in all forms of social media when representing TQCSI. With 25+ Regional Offices operating in 40+ countries, each with some form of online media, the exposure for TQCSI has never been greater.

### **Who this policy applies to?**

This Policy applies to all TQCSI Regional Offices, auditors and employees, and anyone who associates themselves with the TQCSI brand or uses the TQCSI logo.

### **What Social Media is included?**

Social media is a very broad term and can be used in a number of ways but can be defined as *any tool or service that facilitates conversation over the internet*. That means that big and well-known platforms such as Facebook, LinkedIn and Twitter are included, but so are any forums, blogs or threads that may be less well known.

Whenever the brand or TQCSI entity is mentioned over the Internet, it may be deemed as the use of social media.

### **Policy**

#### **1. Individual Regional Office Social Media Accounts:**

- Employees are responsible for the content of all text, audio or images that are placed or sent over the Internet. Fraudulent, abusive, profane, harassing or obscene messages are expressly prohibited.



## TQCS INTERNATIONAL PTY LTD & RO TQCSI (USA) LLC

[info@tqcsi-usa.com](mailto:info@tqcsi-usa.com)  
[www.tqcsi-usa.com](http://www.tqcsi-usa.com)

- Comments, posts and photos on individual Regional Office social media pages are permitted and encouraged as long as they are constructive and positive to the TQCSI brand.
- TQCSI encourages *sharing* any content published by TQCSI Head Office on LinkedIn and/or Facebook.

2. Interaction between Regional Offices and Head Office Facebook and LinkedIn accounts is encouraged as long as it is constructive and positive to the TQCSI brand.

3. The promotion of certification services is permitted and encouraged as long as it complies with relevant TQCSI procedures.

4. There is to be no publishing of any sensitive information or documentation relating to the business operations of TQCSI.

5. There is to be no publishing of any client details or sensitive information pertaining to client's certification unless expressly permitted to do so by the client themselves. It is mandatory that we respect the privacy of our clients - do not use or discuss any information regarding clients for any purpose, including contacting clients for social reasons or soliciting outside business.

6. Respect your audience and your peers. Remember that TQCSI is a global organization whose auditor, employees and clients reflect a diverse set of customs, values, and points of view. Don't be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also topics that may be considered offensive or inflammatory.

7. Any enquiries regarding social media should be directed to the TQCSI Marketing Coordinator at [marketing@tqcsi.com](mailto:marketing@tqcsi.com).

**Stela Tomova**  
Managing Director  
RO TQCSI (USA) LLC  
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