



LEI SHING HONG LIMITED
SOCIAL MEDIA POLICY

Version	Prepared by	Reviewed by	Approved by	Effective Date
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Background

The rapid increase of social media usage creates the necessity for a social media policy to provide guidance to ensure the proper use of social media to allow the company to take advantage of the business benefits of social media to promote its products and services, contribute to the relevant online dialog, and better engage with customers and prospects, while avoiding the significant risks involved.

Policy Statement

LSH recognizes and embraces the benefits and opportunities that social media can bring to the business but also realizes an inherent risk involved in using social media, in that, it is an instantaneous and far-reaching form of communication and inappropriate use can impact upon the employees and the reputation of LSH.

This policy provides the guidelines for users as to the appropriate use of social media when directly or indirectly referencing LSH.

Objective

To emphasize on the responsible usage of all Social Media Channels to minimize the organizational risks such as reputation loss and confidential information disclosure.

The purpose of this policy is to ensure all employees understand their obligations when using social media, and are informed of the importance of managing the risks associated with such use that may leave a negative impact on the reputation, image, and brand of LSH. It is also intended to ensure that disclosure or communications through LSH's social media accounts are compliant with all laws and regulations in order to protect the best interests of LSH.

Applicability

This policy applies to all LSH group of companies and all users of LSH while at workplace or outside workplace and covers all varieties of online communities in any language used in social media including but not limited to Blogs, microblogs, social networks, wikis, chat rooms, and Forums.

Responsibilities

All employees shall observe and comply with this policy. The Business Managing Directors and the Operation/Functions Heads are ultimately responsible for ensuring compliance with this policy.

Definitions

The followings are the terms and definitions for this policy.

Term	Definition
Blog	An online journal or informational website displaying dated items of Content in reverse chronological order that serves as a platform where bloggers share their views on an individual subject.
Content	Text, pictures, video, and any other materials that are published on the internet.
Forum	An online site, also known as a message board, where people can hold discussions.
Post	A social media status update or an item on a Blog or Forum.
Profile	Information provided by the account owners when signing up for a

	Social Networking Site that describes the account owners' social characteristics that identify them on Social Networking Sites.
Social Media Channel	Any online interactive tool or platform that encourages participation, interaction and exchanges. New forms of social media appear on a regular basis and currently include but not limited to Facebook, Flickr, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, and YouTube, as well as Blogs, discussion Forums, chat rooms, review system, instant messaging, and any website/application that allows commenting or posting including but not limited to WhatsApp, WeChat, KakaoTalk, LINE, Telegram, and Naver Blog.
Social Networking Sites	Online places where users can create a Profile for themselves and socialize with others using a range of social media tools including Blogs, video, images, tagging, lists of friends, Forums and messaging.

Inappropriate Use of Social Media

Regardless of whether the social media account is personal or under company name, employees should not engage in, but are not limited to, the following activities on social media:

- Conduct any illegal or criminal activities.
- Distribute material that could be interpreted as obscene, offensive, threatening, harassing, libelous, derogatory, disparaging, defamatory or disrespectful.
- Share updates, images, and messages that may harm or tarnish the public image, reputation, or goodwill of LSH or its employees.
- Harass others by sending them offensive Content and messages.
- Distribute spam, chain letters, scams, or junk messages.
- Post any material that constitutes brand or trademark infringement or results in breach of copyright or intellectual property rights.
- Post any Content that contains any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.
- Any act in breach of the relevant data privacy laws and/or any other applicable laws.

Information Security and Privacy

Do not post, discuss, or release any sensitive, confidential, proprietary, or non-public information about the LSH group of companies which includes but not limited to information regarding the future strategy or expansion plans, sales figures, financial data, trade secrets, etc. Only publicly available information or information that the employee has been authorized to share may be disseminated.

Never share personal information, including photographs and videos, about customers, employees, or business partners nor cited or referenced them without their prior approval. Always respect and consider others' privacy.

Beware of social scams on social media networks by watching out for phishing attempts and avoid clicking links in Posts, updates and direct messages that look suspicious.

Company's Social Media

All corporate social media accounts must be approved by the Group Managing Director before creation and implementation so that LSH's social media presence is in line with a strategy that focuses on the most appropriate social networks.

Only company email address can be used for setting up company social media accounts so that if the social media administrator ever leaves the company, LSH has control over it and changes the password immediately.

Only designated employees are permitted to handle corporate social media account and use social media. Contents must be approved by Group Managing Director or Head of HR. For details please refer to the Website Policy.

For subsidiary entities or local operations of LSH, relevant procedures (e.g. in relation to Content generation, review, editing, approval and release) shall be regulated and maintained under local entity responsibility, following the principle that all Content must ultimately be reviewed, edited and approved by the unit's CEO or Managing Director, or clearly assigned relevant Department Head(s) such as Corporate Communications, Public Relations, Marketing etc., or by other persons designated by them in writing.

Guidelines

Social media comments and postings should follow applicable laws and regulations, including copyright, monetary disclosure, plagiarism, and privacy, and meet the same standards of fairness, accuracy, truthfulness, honesty, and attribution that are applied to traditional media and communication platforms.

Ensure high ethical standards and strict political neutrality in communications on all social media platforms. Reference to controversial or potentially inflammatory subjects including but not limited to references to politics, political beliefs, politicians, political parties, religious figures, gender discrimination, and racial discrimination are strictly prohibited.

Security

Social media can be a potential tool and target for scammers and hackers to gain access and post fraudulent messages under the company name. Therefore, social media passwords should follow the guideline in the Password Policy.

Notify Major Incidents

If you see something on social media platform regarding LSH that alleges potentially unlawful or unethical conduct, or could materially affect the image and operations of LSH, please inform LSH Management or respective functions immediately.

Personal Social Media

Any employee of LSH shall be cautious to avoid any activities on personal social media that could be misinterpreted as the views or opinions of LSH.

Using company email for setting up and registering any personal social media account is strictly prohibited.

Employees shall not state or imply or represent that their personal opinions and Content are authorized or endorsed by the company.

Enforcement

Anything posted or sent by an employee in reference to LSH on the company or personal social media platform is subject to the same company policies and guidelines employees must follow in other situations, including but not limited to LSH's policies regarding harassment, discrimination, defamation, confidentiality, data protection, non-competition and general internet use. LSH reserves the right to monitor the use of company social platforms and take appropriate actions to protect against misuse or against violation of its policies and guidelines.