



CORPORATE SOCIAL MEDIA POLICY
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Company

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1. INTRODUCTION

All employees must adhere to any provided employee guidelines set out in the company Employee Handbook, and this policy is an addendum to those applicable, when using social media in reference to the company.

Generally, employees are encouraged to keep personal and company-affiliated social media accounts separate and are discouraged from using personal social media during company time or on company equipment.

1.1 POLICY BRIEF & PURPOSE

Our corporate social media policy provides a framework for using social media within the organization. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Within BCM we aim to ensure that your use of social media is productive and avoids damaging our organization in any way (inadvertently or intentionally). This policy provides practical guidance to avoid issues that might arise by careless use of social media in the workplace.

1.2 SCOPE

Applicable to all staff.

For the purposes of this policy, “social media”, means all online communities; blogs, social networks, Facebook, X (formerly Twitter) chat rooms and forums and all similar networks.

The policy covers both personal use and when representing BCM through social media.

1.3 POLICY ELEMENTS

Using personal social media

We allow our employees to access their personal accounts at work, however we expect you to act responsibly and ensure your productivity isn't affected. Whether you're using your accounts for business or personal purposes, you may easily get sidetracked by the vast amount of available content. So, please restrict your use to a few minutes per workday.

In general, we advise all employees to:

- Ensure others know that your personal account or statements don't represent the opinions or beliefs of BCM. You should never state or imply that your personal opinions and content are authorized or endorsed by the company. (Especially during the political campaign season, we advise using a disclaimer such as “opinions are my own” to avoid any possible misunderstandings).
- Avoid sharing intellectual property like trademarks (company logos, pictures) on a personal account without approval. **The current non-disclosure policy and applicable Ghana laws always apply.**
- Refrain (if possible) from participating in sensitive topics, such as religion or politics; conversations of that nature often result in heated debates.
- Never participate in a Social Media conversation when the topic being discussed may be considered a crisis for the company. Even leaving anonymous comments can be traced back to you or the company through your IP address.

- Avoid any defamatory, offensive, illegal, pornographic, libelous, or derogatory content. It may be considered as a violation of our BCM's anti-harassment policy, if directed towards colleagues, clients or partners.
- Avoid posting information about the company that may have negative sentiments towards the company and could garner a negative public reaction
- Seek the help of the Marketing and External Relations Department if they find themselves; in a potentially antagonistic online conversation, if they come across any questionable content regarding the company online, if a customer contacts them on social media, or in any other situation in which they are uncertain about what to do, including basics like what is permissible to post and who needs to approve posts.

Those staff who may be representing BCM:

Some employees represent the organization by handling corporate social media accounts or speaking on our BCM's behalf. We expect you to act carefully and responsibly to protect the company's image and reputation.

You should:

- Be respectful, polite and patient, when engaging in conversations on BCM's behalf. You should be extra careful when making declarations or promises towards customers and stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements **that fall under somebody else's responsibility**.
- Follow our confidentiality policy and data protection policy and observe laws on copyright, trademarks, plagiarism and fair use.
- Don't insult the competition or BCM and make sure you speak diplomatically and have the facts straight.
- Inform our Marketing Department when you're about to share any major impact content.
- Avoid deleting or ignoring comments for no reason. We should always listen and reply to criticism.
- Never post discriminatory, offensive or libelous content and commentary.
- Correct or remove any misleading or false content as quickly as possible.

1.4 DISCIPLINARY RIGHTS:

All social media postings on our corporate accounts are monitored.

If you violate this policy inadvertently, you may receive a reprimand. We expect you to comply after that, or stricter disciplinary actions will apply.

Please be aware that the company may see content and information publicly posted by employees on social media. On or off-hours online activity that violates this company policy may result in disciplinary action leading up to and including termination if employees do not follow this policy's guidelines.

Examples of non-conformity with the employee social media policy, include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or corporate accounts.

- Directing offensive comments towards other members of the online community.
- Misrepresenting individual opinion as that of the company.