

Quality Austria Central Asia - Social media policy

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Introduction

Quality Austria Central Asia is an Inspection, Testing, Certification and Training Company operating in India & Central Asia region.

Social media Channels are fundamentally changing the way we communicate with our markets, clients and stakeholder. Social media offering encourages our employees to engage with colleagues, clients and the world. Social Media is defined as any website that is based on user participation and interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. Examples of social media channels and platforms include LinkedIn, Facebook, Twitter, YouTube, Wikipedia and many more.

While Social Media can help us reach new markets, new customers and create the brand image and brand story, it also has large risks, both to the company and to the individual. Utmost care and due diligence would prevent avoidable situations.

Purpose

It is in our best interest to ensure that we make responsible decisions and be aware of the impact of what is being posted on Social media and that content is governed. Therefore this social media policy is to help individual employees to contribute, collaborate safely whilst at the same time protecting Quality Austria Central Asia's brand and reputation.

Scope

This policy applies to:

Quality Austria Central Asia employees accessing social media on behalf of Quality Austria Central Asia in the course of and the scope of their employment.

Quality Austria Central Asia employees who access social media and may represent Quality Austria Central Asia formally or informally.

Formally means in your own capacity by having Quality Austria Central Asia in your profile such as your LinkedIn profile since this social media profile is your digital CV.

Informally means by way of associating yourself to your employer by either mention or inference in posts or messages.

In summary, the Social Media Policy covers anything done online where information is shared which might affect colleagues, clients, customers or the company.

Definitions

See Annexure 1 at the end of this document

Quality Austria Central Asia Social media strategy

Quality Austria Central Asia social media strategy is owned by Digital marketing team. Marketing team will provide Quality Austria Central Asia employees with Quality Austria Central Asia priority platforms, central governance (policy, guidelines, training), how best to use social media channels, what types of content to use, how to set up posts and how to measure success in line with QACA's business objectives and strategy.

Key principles of social media and the basic rules

Be transparent

- The web is not anonymous. You should assume that everything you write can be traced back to the company, if not you personally globally
- Local approval procedures must be followed before a member of staff expresses a Quality Austria Central Asia opinion on any social media site, QACA-owned or otherwise
- When using non-QACA-owned social media and expressing personal opinion, make sure your profiles ("About me" page) makes it clear that the views you express are your own and not those of Quality Austria Central Asia.
- Always have a "real" presence. Identify yourself and make sure that you are speaking as an individual not on behalf of QACA. Always speak in first person
- When using social media to sell an idea, concept, product or service, ensure that the tone is one of imparting relevant information and not overt sales and pushy communication or propaganda. Drive the listener or participant to the Quality Austria Central Asia website where you can help them on their journey for other more relevant calls to action.
- You must not use the Quality Austria Central Asia brand to endorse or promote any 3rd party products or services
- You must not do anything that could bring Quality Austria Central Asia into disrepute.

Respect the law, your audience and privacy settings

- Individuals can be held personally responsible for defamatory or libelous comment or for infringing the copyright or trademarks of any organization as well as affiliations and membership that may create real or apparent ethical conflicts. When those affiliations have even the slightest potential to damage QACA credibility and/or reputation, staff should

proceed with caution and advise line managers

- Respect the confidentiality of Quality Austria Central Asia, its staff and its clients
- Don't post other people's materials without getting their permission, and better still, link to the original source
- Respect company-trademarked names and use brand images appropriately – see the Quality Austria Central Asia Brand Policy and Brand Identity Guidelines
- Social media allows you to control information that you want to be visible to the public. Remember to check settings every few months as the privacy policy of social media channels are ever changing. It's good practice to stay subscribed to social media email newsletters which will notify you of changes or check settings manually regularly. In addition the Social Media Executive will update teams.

Be responsible and get your facts right

- Spend time researching your topic. Some subjects can be sensitive and invite inflammatory comments
- Don't escalate things. It's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding, and hold back if you have any doubt at all. Be careful where emotions run high (eg: politics, safety, medical) and show respect to others' opinions.
- If you're writing about Quality Austria Central Asia get advice from Quality Austria Central Asia subject experts to make sure you have got the story right. If there are others that know better, reference them. You must ensure that you have authorization from Quality Austria Central Asia before posting.
- Do not lie. Aside from the legal implications, people will only be interested in what you have to say for as long as they trust you to provide sound information.
- Handle complex queries via other channels and offline. Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact employees should handle further communications via the most appropriate channel, usually email or telephone
- Journalists will verify content from the source before pushing or tweeting. Most declare their association with a publication but some don't, so be aware of this.

Do not get involved in an online debate whether you disagree with a comment, if someone has posted a negative comment or the information is factually incorrect. In the first instance contact the Digital Marketing team at marketing@qacamail.com and the comment will be assessed on whether Quality Austria Central Asia responds with clarification, facts or simply ignores. If Quality Austria Central Asia decides to respond we will work with you – keep to the facts and respond objectively. If there has been a mistake we will acknowledge this. Once content is posted on the web, mistakes become a matter of public record. Do not try and cover up mistakes and change content retrospectively.

Off-limits information

The following must not be divulged on any media for company purposes:

- Confidential company information (seek guidance from your line manager if you are unsure of whether something is confidential).

- Giving out personal information on customers or employees.
- Financial information about the company that it is not already in the public domain.
- Product or service developments from Quality Austria Central Asia.
- Trade secrets, including those of competitors.
- Current legal proceedings of the company.
- Anything that may bring Quality Austria Central Asia into disrepute, and anything that breaches your contract of employment.

Appropriate behaviour

- Know the social network. Employees should spend time to become familiar with the social network before contributing.
- Everybody has a duty to monitor social media accounts and inform the Digital Marketing team marketing@qacamail.com if there is anything that needs further monitoring, investigation and action.
- Be respectful of other people. Apart from thinking how you will be perceived by strangers remember that it is likely the content you post will be read by other members of staff and clients
- Do not over share. Think about the content you are sharing and if it is appropriate to the audience
- Do not write things that you would not be prepared to say in person or defend in a court of law, and be mindful of posting photographs or comments about colleagues and events which others consider to be private
- Look out for security threats. Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware
- Time spent online at work should not interfere with other work commitments.

Dealing with inappropriate behaviour

- Everybody has a duty to monitor content on social media accounts and if you see something that requires further monitoring, investigation and action please contact the Digital Marketing team of QACA.
- If you find that someone is impersonating you or Quality Austria Central Asia (name-squatting) please inform the Social Media Executive and work together to resolve the situation. Most social media channels have a notice or takedown process for removing or dealing with such issues
- If you deem the post inappropriate, please do not respond immediately. Please notify the Digital Marketing team who will help you to deal with the situation: this may be to respond with facts or remove the post.
- If the content is irrelevant or completely out of context, consider flagging the user and allow the social media platform help and support staff/process to handle the situation.

Posting content on Quality Austria Central Asia-owned social media accounts

- Posting content on QACA-owned social media accounts is only permitted by a nominated and authorised person. Where there are multi-stakeholders, it is important that a strict schedule is maintained to avoid duplication and over use.

- Quality Austria Central Asia has one Youtube.com channel so please do not create any more channels.
- Quality Austria Central Asia will use Facebook
- Only 1 Quality Austria Central Asia company page is permitted
- Personal LinkedIn account. These should be set up, managed and owned by the individual. As an individual, you are expressing your personal opinion and not that of QACA.. You must not create a specific Quality Austria Central Asia LinkedIn profile.

Staff Training on Social media

- Digital Marketing team has created Training module on How to use LinkedIn. Please contact digital marketing team to access and go through the same.
- Further information and contact details
- Quality Austria Central Asia has produced best practice guidance and documentation for you to refer for LinkedIn contact marketing@qacamail.com
- For any enquiries or questions related to this social media policy please send an email to marketing@qacamail.com

Annexure 1

Social media marketing terms and definitions.

1. A/B Testing

A/B Testing or split testing is one of the basic social media tests to identify what marketing strategy works for your brand or service. The testing compares two variants on your social media posts to measure which one drives more conversions. For example, you can run A/B testing on Instagram content-type: photo content v/s video content to determine the best strategy to convert consumers into customers.

2. Algorithm

An algorithm is a mathematical system used to solve problems and deliver results. In social media, an algorithm refers to a set of rules that help search engines to rank, filter, and organize search results and advertisements. Marketers are constantly vying to beat social media algorithms to improve their rank in social media ads and content placement.

3. Blog

A blog is a truncation of 'weblog' and refers to a discussion or informational website published on the web and updated frequently by an individual or enterprise. Blog entries or posts are often informal, diary-style text displayed in reverse chronological order. Digital marketers and business owners stay updated on the latest social media developments by reading social media blogs.

4. Chatbot

A chatbot is a form of artificial intelligence (AI) that simulates human-like interactions with customers via text messages or text-to-speech in social messaging apps.

5. Clickbait

Clickbait in social media marketing terms refers to misleading or manipulative content (article, image, or video) that entices users to click on it.

6. Clickthrough Rate (CTR)

Click-Through Rate or CTR is a very popular social media marketing term which forms part of almost every activity on any social media platform. is a measure of the percentage of users that click

on your post. It is calculated by dividing the number of link clicks by post impressions or the number of views. The higher the CTR score, the better for a business

7. Conversion Rate

This is one of the important social media marketing terms. Conversion Rate in social media terminology refers to the percentage of users who follow through a social post or ad's call to action. This can be a download, purchase, or some other desired action depending upon the marketer's conversion goal. Conversion rate is one of the top indicators of a company's marketing strategy performance.

8. Crowdsourcing

Crowdsourcing means gathering a large group of social media users to generate ideas, services, or content for a brand or campaign.

9. Dark Post

A dark post is a targeted social media ad that doesn't show on the advertiser's timeline. They only appear in the feeds of target users.

10. Direct Message (DM)

A Direct Message is a private message between social media users that can only be seen by the sender and the recipient.

11. Engagement Rate

Engagement rate is a metric that tells how much interaction a social media content earns from followers. It is calculated as the percentage of users who engaged with your post of the total number who viewed it. A good engagement rate (1-4%) indicates an effective social media marketing campaign.

12. Ephemeral Content

Ephemeral content refers to social media content that disappears after a specific period of time.

13. Feed

A social media feed is among the generic social media marketing terms used to stream content you see from various social media accounts. It is a wall-like layout that displays all your brand's content from different social media platforms.

14. Follower

In social media marketing terms, a follower is a user who has subscribed to view your posts. The number of followers of an organization or brand is a key metric of how the audience on social media is engaging with the brand.

15. Handle

A unique public username used on social media accounts is referred to as 'handle'; like in Twitter, a handle refers to the username followed by an @ symbol. 🐦

16. Hashtag

A hashtag (#) is a word or phrase preceded by a '#' sign used to connect posts on social media to other posts on the same subject or a trending topic. Hashtags are a way to make it easier for users to search for posts related to specific topics.

17. Impressions

Impressions are the number of times your content has been shown on the feeds of social media users. A viewer doesn't need to engage with a post in order for it to be counted as an impression.

18. Key Performance Indicator (KPI)

A numeric unit used to measure the progress of your social marketing strategies and campaign goals. KPIs are frequently used to track progress in brand awareness, lead generation, sales conversions, etc.

19. Live streaming

Social media live streaming is a way of using eye-catching content to reach your audience on channels like Facebook, Instagram, Twitter in real-time. Live streaming helps boost your brand's positioning in the news feed algorithms of channels.

20. Meme

In the social media context, the meme is a text, video, or images that is spread through social media platforms, especially for humorous purposes. Memes go viral, and users get in by creating their own variations and sharing them.

Sometimes, brands capitalize on the latest memes to engage and connect with younger audiences, but you need more than a healthy sense of humor to pull off meme marketing.

21. Native Advertising

Native advertising on social media is the technique of showing paid content to users in such a way that it looks organic. Examples of native ads are promoted Facebook posts, which appear similar to regular posts in user's feeds.

22. Pay per Click (PPC)

PPC is a social media marketing term referring to a form of paid advertising where advertisers pay a fee for each time a user clicks on the ad.

23. Share

Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

Shareable content or content that is useful, entertaining, and inspiring is more likely to get shared by users on social media.

24. Story

A social media story is a collection of images and short videos that can be shared with other users. A story disappears after 24 hours, making them ephemeral. Marketers use the storytelling aspect of social media to tell stories about brands, products, or services.

25. Social Media ROI

Social Media Return on Investment (ROI) is a metric to determine the revenue your social media marketing campaign is generating when compared to how much you are spending on the campaign. ROI is a percentage calculation used to determine the efficiency of a business investment.

26. Targeting

Targeting is a social media marketing term that refers to how you target a specific audience to display adverts and posts. Most social advertising platforms allow advertisers to define, identify audiences based on age, location, gender, and other demographics. Your social media target audience consists of people you want to appeal to, which will help develop your brand guidelines.

27. Traffic

Traffic refers to all user visits to a website or mobile application. Social traffic includes all traffic coming from social networks. Increasing social media traffic is a common marketing objective, realized by building a larger presence on social media and getting people to see or engage with your content.

28. Trending Topic

Trending topics are subjects or events that have suddenly gained immense popularity on social media. Many social networks search the top hashtags, or subjects users are posting about and include them in a 'trending topics' segment.

29. UGC (User Generated Content)

User-Generated Content (UGC) is any content – in the form of text, videos, images, reviews, etc. – created by consumers rather than brands. Marketers are using UGC on their social media accounts and websites as part of their social marketing strategy. Sharing UGC promotes authenticity, builds trust, and drives purchasing decisions from their own audience.

30. Viral

Viral is a term that refers to the content shared across social media such that it spreads exponentially. Marketers often use viral content as a strategy to promote brands and products.

On behalf of Quality Austria Central Asia Pvt. Ltd.



Pankaj Rai
(Managing Director)

Revision Number	Date	Revised by	Approved by	Summary of changes
QACA-P-05-Rev00	02 Aug 2023	Director-Commercial	QACA Board	Initial Issue
QACA-P-05-Rev01	05 Jan 2026	Director-Commercial	QACA Board	Periodic review