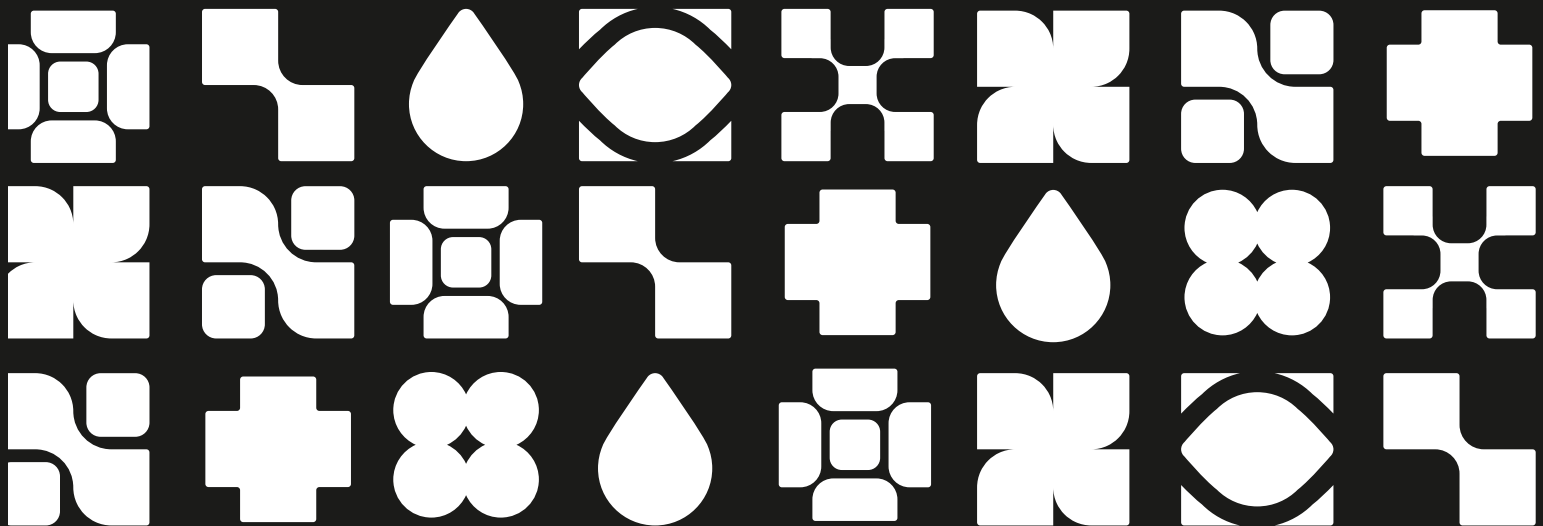




Social Media Guidelines for employees

How to express oneself online



What are social media?

Social media are **online communication channels** that enable the creation and exchange of user generated content (text, images, videos, and audio files), which can instantly reach a global audience. The term "social media" refers to all the channels that have transformed traditional communication methods into **real conversations**, thus promoting the democratization of knowledge and information.

Examples include: LinkedIn, Facebook, X, Instagram, YouTube, TikTok and more. SECO social media presence is hosted on these channels:

SECO LinkedIn channels:

- SECO
- Clea
- StudioX
- SECO Edge

Further Social Media channels:

- SECO Instagram
- SECO Youtube
- SECO X (Twitter)
- Astarte and Edgehog GitHub
- Clea Reddit

We encourage you to **follow SECO** on our social media channels. You can also find some other relevant content about our business, products and industry-related trends on: www.seco.com <https://www.seco.com/blog/>

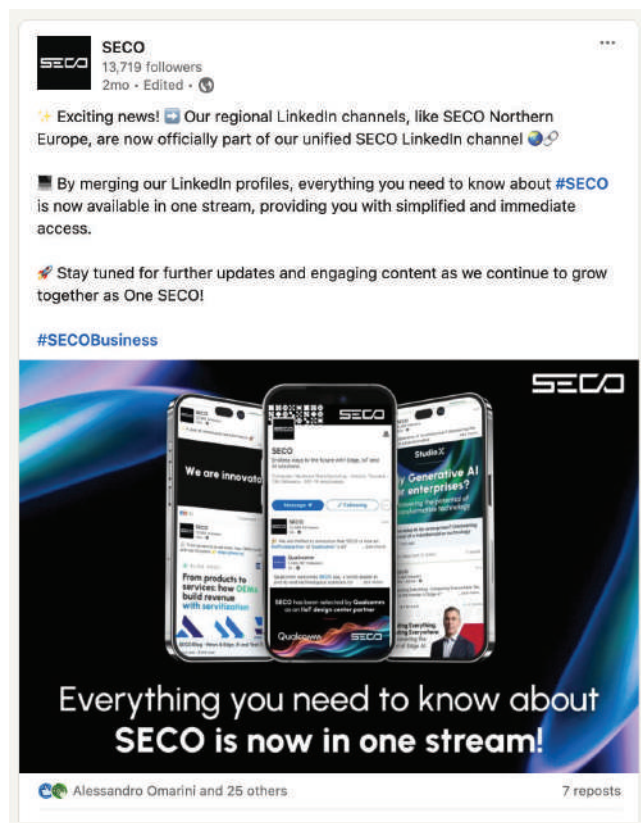
Why use social media?

Social media can be used in different ways and for various purposes:

- As a tool to create your network of contacts
- To facilitate communication between people
- To participate in discussions
- To contribute to a personal or Company's reputation online
- To share your work-related goals or interesting projects you are working on

SECO's reputation is based on the value of the individual, recognizing diversity as an asset and making respect, open-mindedness, and participation the cornerstones of the Company.

Social media gives **SECO employees** the opportunity to take part in this new frontier of communication, **sharing** the spirit of **positivity** and the passion that have always been the foundation of SECO's work.



What is the purpose of this guide?

These guidelines are here to help you **understand how to uphold SECO's values** on social media, ensuring that your online presence positively reflects the organization.

We respect your personal life outside of work hours, but please remember that you are always a representative of SECO.

It's also important to be mindful that the choices we make on social media reflect on ourselves, and they may have an impact on how you are perceived.

This document focuses solely on your personal activity on social media, whether it happens at the workplace or at home. It's a manual to **help you managing your communication channels**, and a friendly reminder about the importance of your online presence.

Fundamental Principles

The reasons why SECO has deemed it appropriate to create simple guidelines on social media are multiple. First, the company does not want to dictate what should be done and said because, by definition, **social media are personal means of communication**. Moreover, the landscape of social media is vast, diverse, and constantly evolving. New ways of interacting emerge every day, and establishing rules valid for everyone is not realistic. Below are **some general principles** that can help you in your activity on social media.



1. Remember your role

Employees are encouraged to engage online with transparency and fairness. SECO supports their active participation in personal online spaces discussing the company but emphasizes these are not official SECO channels. When expressing personal views, it's crucial to state that opinions are personal and may not reflect those of SECO, especially when discussing company-related topics.



2. Understanding the company's ethical principles

We invite you to carefully read and become familiar with SECO's Code of Ethics, which provides fundamental principles for employees in their relationships with colleagues, clients, suppliers and other stakeholders. For these reasons, the company's ethical principles also apply to interactions on social media.



3. Behave as you would in any other social context

Social media is comparable to any other social context, so don't forget your manners and ensure that your actions are guided by common sense. Make sure that your actions and behaviours on social media align with the image you want to present of yourself in the workplace and with clients.



4. Responsible and respectful online sharing

Think before you post: you are responsible for the content you share online. These digital legacies will remain visible for years to come and are assigned to you. Courtesy and respect are therefore in your interest and in the interest of SECO. Instagram, YouTube, Facebook and X are mostly private channels, but LinkedIn is not. So please always act in the interests of the company.

Become our SECO Ambassador

Our **employees** are very **important to us**. Each of you contributes with your unique skills and ideas to the fact that SECO is where we are today. To help us spread the word, **we encourage you to share and link our posts** - for example, on your LinkedIn channels. By doing this, we not only create transparency but also a connection with each other and thus visibility for our successes. Only **together** we can achieve our **goals**. So, don't forget to redirect to the official SECO LinkedIn channel to always create the possibility of visiting our profile.



DOs and DISCOURAGED ACTIONS

✓ DOs

✓ Openness:

If you decide to appear on social networks as a SECO representative: State your real name, identify yourself as a SECO employee, and describe your role at the SECO. Make it clear that it is your personal opinion and adhere to the principles and mission statement of SECO.

✓ Confidentiality:

Secret things remain secret. Protect confidential information that you have received from the Company or from your colleagues, for example. In any case, confidential means that this information is not to be publicised.

✓ Respect:

A correct appearance also includes respect for colleagues, clients, competitors or other companies. Therefore, please do not post anything negative about other organisations, professional groups, nationalities or similar.

✓ Copyright:

It is highly recommended to follow copyright rules. If you quote, also state the source from which you are quoting. Images are often legally protected - so always clarify whether they can be used before publishing.

✓ Security:

You can select various security settings on social platforms. Therefore, check whether your security settings are correct so that you can set who can read your posts and who cannot.

✓ Double-check:

Before sending or posting, it is always good to read the post, status or comment again and check whether you could possibly be misunderstood. Especially if you decide to act as a SECO representative on social networks, it is even more important not to share any false reports ("fake news"). Therefore, check messages for their truthfulness.

✗ DISCOURAGED ACTIONS

✗ Keep calm:

Do not post with anger, annoyance or frustration.

✗ Internal criticism:

This is allowed and encouraged but must remain internal to SECO. Social media is therefore a bad place for this.

✗ Respect other users:

Avoid sharing or endorsing content that is offensive, discriminatory, or inappropriate.

✗ Separate personal and professional:

Differentiate between personal and professional accounts, ensuring that personal views do not create confusion about SECO's positions.

✗ No unauthorized endorsements:

Refrain from endorsing products, services or organizations on behalf of SECO without proper authorization.

✗ Avoid spamming:

Do not engage in excessive posting or spamming, as it may adversely affect SECO's online reputation.

✗ Set likes:

What you like is also passed on to the public. Therefore, we don't support any likes or shares on political or religious content.

How to use social media?

In this section, we provide **guidelines to help you** maintain a polished and professional **presence on LinkedIn**. Here are some best practices that we recommend adopting as a SECO employee.

Profile Guideline

In this section, we offer instructions to help employees present a cohesive and professional image on their LinkedIn profiles.

- 1.** We recommend utilizing your official SECO profile picture. If you don't already have it, please contact **marcom@seco.com** to reserve an appointment and take your picture.
- 2.** Additionally, we encourage you to incorporate the official SECO LinkedIn cover banner, accordingly with the Company's branding guidelines. You can find it here: **[LinkedIn personal cover banner.jpg](#)**
- 3.** To enhance visibility and affiliation, consider **associating your profile and current job position with SECO**, you can do this from your LinkedIn profile's "Experience" section. This approach ensures consistency across employee profiles and promotes a unified and recognizable representation of our Company on the LinkedIn platform..



How to **interact** with SECO post

In this paragraph, we aim to provide employees with clear guidelines on how to interact constructively with the content published by our company.



First and foremost, we encourage **active participation through likes, comments, and shares**, demonstrating your engagement and support.



When responding to comments, **always be respectful and professional**, providing additional information or expressing gratitude for positive feedback. *



Remember that every online interaction reflects SECO's image, so let's **handle all comments with care and attention** to maintain a positive and cohesive online presence.

* In the case of criticisms or more complex questions, we urge you to reach out directly to marcom@seco.com for a more detailed response.

How to make your own posts and become **SECO Brand Ambassador**

In the section dedicated to **corporate promotion**, we actively encourage employees to share their work experiences and special projects on LinkedIn, becoming true **Brand Ambassadors for SECO**.

We aim for your LinkedIn profiles to reflect not only your professionalism but also the richness of your activities at SECO. Feel free to **share posts highlighting your contributions to projects**, the challenges you're tackling, and your Team's goals. Please always check with your Manager or Team Leader whether products or projects may be posted publicly, as many are subject to a non-disclosure clause. Use photos, videos, or any other format that best conveys your work experience, and always **remember to tag @SECO LinkedIn page**, so we can repost your content.

If you need to discuss the content you wish to publish, feel free to ask the Marketing Team (marcom@seco.com). We'll be happy to **assist you in enhancing and communicating your content**. This way, each of you can contribute to building and strengthening our online presence, becoming ambassadors for the SECO brand.



How to enhance your contents **using hashtags**

Understanding and using hashtags effectively can significantly enhance your presence on social media platforms, particularly LinkedIn. Hashtags are keywords or phrases preceded by the '#' symbol, and they serve as powerful tools to categorize and discover content.

Here are some brief guidelines to help you make the most of hashtags, especially on LinkedIn:

Purpose of Hashtags

Hashtags make it easier for users to search, discover, and follow topics of interest. On LinkedIn, they play a crucial role in expanding content visibility, connecting with professionals, and growing your professional network support.

Choosing Relevant Hashtags

Select hashtags that are relevant to your industry, content, and followers. This ensures your posts reach the right people and contribute to meaningful conversations.

Limiting Hashtags

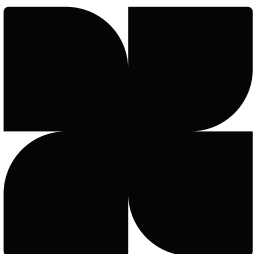
While hashtags can be powerful, it's important not to overuse them. Limit the number of hashtags per post to maintain a clean and professional appearance: the best practice is to stay between 3 and 5 hashtags.

Research Industry-Specific Hashtags

Take the time to research and identify popular and industry-specific hashtags. This helps your content reach a broader audience interested in your field.

Engaging in Trending Conversations

Explore and engage with trending industry conversations by using relevant trending hashtags. This can amplify your reach and connect you with a broader professional community.



SECO also utilizes unique **brand hashtags**, which help us identify various topics discussed on the company page. Provided they are used correctly and in compliance with guidelines, SECO employees are also welcome to use these hashtags.

You will find them listed below, along with a brief explanation of their use-case:

#SECOBusiness

If you want to re-share contents about **SECO partnership**, **case study**, or other business-related topics.

#SECOEvents

Photos or videos that you took during a **SECO event** or a **trade fair** in which SECO is involved (e.g. Vis SECO booth at Embedded World).

#SECOLife

Contents about **initiatives for the community** sponsored or involved by SECO, or **sustainability** initiatives.

#SECO Trends

If you feel confident to talk about **SECO's sector** data and **trends** - scenario news.

#SECO People

People and **employees**, share Team's goal, project or moments together.

#SECOEdge

Hardware/Software topics, **product communication**, R&D topics and trends, Solution Brief, project you are working on related to the Edge part of our business).

Furthermore, here are some examples of general hashtags related to the market, products, and business SECO operates in, that you could use in your posts:

#EdgeComputing
#InternetOfThings
#IoT
#ArtificialIntelligence
#TechIndustry

#AI
#EmbeddedSystems
#SmartSolutions
#DigitalTransformation

#Innovation
#Future
#Performance
#Revolution

In case of doubts, questions, and suggestions: ask your supervisor if it is safe to publish specific information online. If you have questions about social media unrelated to content, contact: marcom@seco.com

SECO

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contact: marcom@seco.com

