

Social Media Guidelines

Dear owners,
Dear members of the supervisory board,
Dear employees of the whole EREMA Group,

The EREMA Group, together with all its affiliated companies, has decided to activate social networks as a communication tool. The aim is to establish and maintain closer and more personal contact with employees, customers, suppliers, colleagues, partners and potentially new employees. **To implement this type of communication successfully we have developed binding EREMA Social Media Guidelines.**

The guidelines apply to all EREMA employees and representatives of the company such as members of the supervisory board or also owners who post or comment on content on EREMA's social media platforms.

Social media administrators

The main contact for social media activities is Claudia Legawiec (c.legawiec@erema-group.com, ext. 308). She is represented by Anja Berndorfer (a.berndorfer@erema-group.com, ext. 315)

Company and private social media use

You are only allowed to use social media at work if permission has been granted by your line manager or the social media office.

Basic principles of social media use

The existing company values also apply to the field of social media. The four fundamental principles – "responsible, solution-oriented, customer-oriented and respectful" – also apply on internet platforms. You are personally responsible for what you do and what you post in social networks.

Additionally, please note that Claudia Legawiec is to be consulted first before any new profiles which are in connection with the company are created.

Transparency

Never try to mislead other users with regard to your identity. When using social media for work, please use your real name and mention that you work for EREMA. If you comment on a company-related topic in social media without being asked to do so by the company, please make it quite clear that this is your personal opinion and that you are not speaking on behalf of the company (for this reason please use "I" instead of "we").

The obligation to tell the truth also applies to the social web. All comments and information have to be traceable and documentable. Facts should be mentioned only if they are correct and can be substantiated. No comments concerning competitors are to be made without prior consultation of the social media office. This means that competitors should neither be praised nor criticised. Additionally, the EREMA portfolio should not be compared to that of a competitor.

Company secrets and data privacy

The disclosure of company secrets or internal company affairs is strictly forbidden.

Please also observe personal rights which state that events in all public spaces may be published only after consultation with and consent from the person(s) concerned – this includes the names and statements of colleagues, customers and business partners.

Dialogue and criticism

Dialogue between users is essential for a successful social media presence.

When responding to criticism of EREMA it is important to remain calm and not react in the heat of the moment. When you respond to diverging opinions, stay fair and friendly and use facts to support your arguments. Do not react to any unprofessional comments which are clearly not in the interest of a proper discussion.

Consequences as a result of violation of these guidelines

Depending on their extent and intensity, any violations of these guidelines may have consequences. It is also possible that not only the company but also you can be held liable, especially in the case of factual claims and insulting remarks. Consequences may also be of a labour law nature and lead to a warning or dismissal.

Questions and doubts

If you are unsure how to word contributions or comments, please consult a colleague or have them checked. If you have any questions please contact the social media office, especially with regard to the guidelines and/or possible additions.

A responsible approach to social media opens up new opportunities for EREMA.
We look forward to you joining us as users/followers!



Klaus Feichtinger



Manfred Hackl