

Social Media Policy

Social media is transforming how we connect with customers, audiences, suppliers, and partners. We encourage open communication and positive sharing of work and enthusiasm on social platforms.

While you can choose your preferred networks, we recommend LinkedIn, Twitter, and Facebook. Engaging with company updates by liking, sharing, and commenting helps boost Lancetech's presence and reach our business goals.

Certain roles are encouraged to promote Lancetech and its partners on social media. For those without specialized training, we provide guidelines for effective social media use as a Lancetech employee.

Social Media for Work Guidelines – Do's and Don'ts

Do:

- Follow Lancetech and Select Education on LinkedIn, Twitter, and Facebook.
- Engage with company updates.
- Share updates about your work with Lancetech.
- Tag relevant companies and individuals in your updates where appropriate.
- You will be accountable for anything you post online.
- Review your updates before posting – are you certain you want to share that?
- Use your judgment; if you are uncertain about something, refrain from posting it.
- Consult your line manager if you have any doubts regarding social media.
- Be respectful and careful because you are representing Lancetech.
- Respect intellectual property rights when posting logos, images, artworks, etc. If you are unsure, please consult your manager.

Please avoid:

- Discussing confidential or internal business matters on social media.
- Commenting on any work-related legal issues.

- Disclosing information regarding revenues, future products, pricing decisions, financial results, or similar topics.
- Criticizing Lancetech, colleagues, customers, suppliers, or partners.
- Citing or referencing clients, partners, or suppliers without their prior approval.
- Overlooking the fact that your online posts reflect both on you and Lancetech.

We encourage Lancetech employees to be active and engaged on social media. While there are guidelines to follow, we trust that most people use social media responsibly. Use your judgment, and if you have any doubts, consult your line manager or the marketing team.