

Social media policy

Online platforms including blogs, wikis, message boards, websites that share videos and photos, social networking services like Facebook, constantly change the way we interact. The organization recognizes the importance of the Internet medium and how public opinion is formed by what is posted on the internet. The organization supports the fact that everyone has the right to respond responsibly and with expert knowledge on business on the internet through blogging and interaction through social media. The organization promotes the online sharing of valuable knowledge with one another based on facts.

The purpose of social media policy is two-fold: first, it aims to protect our interests, including, but not limited to, the privacy of our employees, our secrecy; business purposes, plans, partners and users competitor colleagues. Second, this social media policy to help us in making respectful and appropriate decisions in terms of work-related interactions with people on the Internet.

Personal online activity is taking responsibility. However, each activity during or outside of work which affect your performance, the performance of other people who work for the organization, or activities that could harm the organization is precisely the focus of this social media policy. You should always assume that a work-related social media activity impacts the organization, current and potential new employees, (potential) customers, partners and competitors colleagues. The organization reserves the right to reject its direct employees on the fact that they should avoid certain topics and to remove inappropriate comments and messages.

The social media policy is in force during working hours.

To enforce this policy, the organization has established the following guidelines:

1. You are not authorized to make statements on behalf of the organization without the express permission of the director of the organization;
2. It is prohibited to share confidential information owned of the organization;
3. Logos and trademarks of the organization may not be used without express permission;
4. Follow the rules of the social media sites you use;
5. Replace any negative statements that may reflect on the organization or other matters that could jeopardize the organization embarrassment such as statements concerning blasphemy, sexual humor, obscenity, discrimination, drug and alcohol abuse, (war) past;
6. Ensure that private (opinions) and work remain separate;
7. Limit your statements to the facts;
8. If you quote another valid copyright. Please indicate the source with it;
9. Substructure online statements with factual evidence;
10. If you mention a clear case than clearly state that this is your personal opinion and not that of the organization;
11. Use common sense when you post something on the internet in any way or in any manner whatsoever, either textually or in the form of images;
12. Stay professional: everything is recorded and is to be found;
13. Refrain from sharp unfounded criticism to the competition or third parties;
14. Violating the privacy and confidentiality of the use of copyrighted materials, making unfounded or derogatory statements or give misrepresentation is considered illegal and is not accepted by the organization;
15. The organization complies with national and European legislation. You are therefore expected to know these laws and comply to them;
16. Do not put pictures, movies of incidents of third party or own ships on the Internet.

Violating the policy has mostly negative consequences for each party involved (e.g., customer, client, Ship Owner, the organization) and may result in disciplinary action or even dismissal.

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