



# SOCIAL MEDIA POLICY



## Titan Company Limited – Social Media Policy

Social Media is changing the way we work, offering us a new way to engage not just with our customers and colleagues, but the world at large. At Titan, we've always embraced the philosophy of being where our customers are, and today that means being active in social media so that we can build stronger and more successful business and professional relationships. Online communities' wield tremendous influence on the fortunes of a brand, and as Titanians we need to participate responsibly in global conversations, especially those related to Titan and the things we care about.

Titan fully respects the legal rights of all its employees. However, activities in or outside work that affect our performance, our customers, partners and suppliers or our business interests, need a framework, which is the basis for the formulation of this Social Media Policy.

This framework aims to guide your participation in social media, both personally as well as when you are acting in an official capacity on behalf of the Company. The same principles and guidelines that apply to Titanians' activities in general, as found in the Tata Code of Conduct, apply in the online social media space. This covers all forms of online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio content, virtual worlds and social networks.

We welcome the use of social media tools not only as a form of self-expression, but also as a means to further our business. It is important we always remember who we are – home to India's most admired brands– and what Titan's role is in the social media community – to bring happiness to our consumers while we connect them in a responsible manner.

Have fun and build healthy online relationships!

With warm regards,

S Ravi Kant

# The Social Media Landscape

Every day, millions of people converge in virtual communities and on platforms for social interaction. In many ways, this web-based social interaction is similar to 'offline' socialising: you look for someone you know or would like to know, break the ice and make a connection. It's a growing world filled with accessible and evolving technologies, and we bring you the most popular of the lot:

## Twitter

Say all that you want, but in 140 characters. Mostly using words, but you can also link to pictures and websites.

## Facebook

Track down old school friends and batch mates, share photos, make interest-based groups and even shop.

## LinkedIn

A networking site for professionals, it connects industry insiders, recruiters, and potential employers/employees.

## You Tube

Upload, watch and share videos. You can create your own 'channels', a compilation of your favourite music, entertainment, inspirational or educational videos.

## Instagram

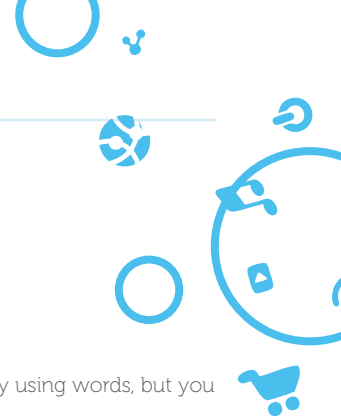
A photo-sharing site that lets you apply digital filters to your photos and then post them on other social networking sites. Also used for video-sharing.

## Pinterest

A virtual pin board, this photo-sharing website allows you to create, manage and follow theme-based image collections such as events, interests and hobbies.

## Google +

Similar to Facebook, Google+ allows you to incorporate Google apps into your social profile, as well as participate in group chats and community pages.





## SOCIAL MEDIA EXPLAINED



TWITTER : I am wearing a watch.



FACEBOOK : I like that watch.



LINKEDIN : I have skills including wearing a watch.



INSTAGRAM : Here's a vintage photo of my watch.



YOUTUBE : Watch how I wear my watch.



PINTEREST : Here's how to customise a watch.



GOOGLE PLUS : I am a google employee who loves to wear a watch.

# 1

## Keep it real

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Your honesty or the lack of it will be quickly noticed in the social media environment. Keeping your interactions real will allow you to build better connections and relationships.

**Be transparent:** Use your real name, identify that you work for Titan Company Limited, and be clear about your role. Don't use aliases or pseudonyms to comment on industry-related topics. Please represent TCL ethically and with integrity.

**Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is. Give credit where credit is due. Don't pass of

someone else's content as your own. Follow copyright laws and policies.

**Be yourself:** Stick to what you know or feel strongly about. If you publish to a website outside TCL, please use a disclaimer that clarifies that the postings are your own views and don't necessarily represent TCL's positions, strategies, or opinions.



# 2

## Keep it safe

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Be transparent, but make sure you don't violate TCL's confidentiality or legal guidelines for commercial speech—or your own privacy. And because what you write is ultimately your responsibility, be judicious about what you share with others.

**Respect brand confidentiality:** Never reveal TCL-classified or confidential information. If you're unsure, check with Corporate PR or Communications Group. Please respect brand, trademark, copyright, fair use, and trade secrets.

**Play nice and play fair:** Do not slam the competition. If you're commending on industry issues, remember that everything you publish must be true and not misleading, and all claims must be substantiated and approved. Product benchmarks must be approved for external posting by the appropriate product benchmarking team. Check with the

Corporate Communications group before expressing views on topics that affect Titan consumers and brands.

**Do not over share:** Be careful out there—once you hit "share," you usually can't get it back. Postings can go viral within days, and the reactions – negative or positive – cannot be contained or pulled back. What you post is in public domain and searchable, so you are accountable for what you write or share. Plus being judicious will help make your content more crisp and audience-relevant.



# 3

## Keep it clean

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Be conscientious while mixing business and personal lives, because in the online world, the lines between public and private, personal and professional are blurred. As a Titan employee, you are creating perceptions about your expertise and about Titan.

**Add value:** There are millions of words out there—make yours engaging and helpful. Remember, social media is all about conversations, so be open to other's views. A great way to build a social community/network is by posting content that invites responses – and then staying engaged with your responders. If you find someone else's content interesting and thought-provoking, share it by citing them, and allow your content to be shared.

**Keep it cool:** There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. Be tolerant: you don't need to respond to every criticism or barb. Be careful and considerate. Avoid posting or sharing content that infringes on peoples' rights. Respect the multitude of opinions you will meet.

**Own up to your mistakes:** If you make a mistake, admit it. Clarify statements that are

misinterpreted. Be upfront and quick with your correction. It helps to review your comment/posting before you publish. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

**Stay relevant:** You can't post to your blog/social media page and then forget about it for two weeks. It may seem like a lot of work, but you need to share/publish new content regularly. Remember to refresh content, respond to comments, update or correct information. Add value to your content: share tips, tricks and insights.

**Have fun:** If you don't like what you're doing, chances are others won't enjoy interacting with you either. There is so much out there which is engaging, thought-provoking, and fun! Find what clicks for you and then engage.....





**TITAN**  
COMPANY

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Corporate Communications