Social Media Procedure

Type: Policy / Best Practice 19-Mar-2024 | Lauren McPherson Simonsen

Background

This procedure addresses the sharing of Omega 365 communications on social media, covering formal communication activities on behalf of Omega 365.

Communication objectives in social media

Omega 365 aims to create a favorable and uniform company image across all channels, aligning with the "Communication Procedure", core values, and brand manual.

Communication strategy in social media

Omega 365 employs a strategy ensuring quality, uniformity, individuality, and innovation in five key communication areas: Corporate identity, Corporate branding, Internal communications, External communications, and Media relations. In external communications, which includes social media, the strategy emphasizes building relationships and understanding with external parties.

Communication management system for social media

Communication activities are consolidated in the Omega 365 operating system for effective sharing, quality assurance, tracking, archiving, evaluation, and collaboration. Social media communications are documented in the system, or other communication channels such as Teams, before external release as much as possible.

Key communication roles

Roles outlined in the "Communication Procedure" apply to social media.

Social media roles and access

The Corporate Communications Manager and/or General Manager (Company) evaluates and approves social media channels. Access to social media accounts is granted on a case-by-case basis via "Access Requests" in the Omega 365 operating system (from start 2024), and information management is supported by the communication management system.

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Target audiences for social media

Key Internal Stakeholders: Candidates, internal employees, employees on assignment, managers, board members, owners/shareholders, Omega 365 Group service providers.

Key External Stakeholders: Clients, suppliers, local community, regulators, media, future generations.

Social media channels

Based on target audience and strategy, Omega currently uses the following social media channels. The level of activity on these channels reflects the company's business interests.

Facebook	Instagram	YouTube	LinkedIn*	X (Twitter)
Omega 365		Omega 365	Omega 365	
Omega 365 Design	Omega 365 Design		Omega 365 Design	
Omega 365 Areal	Omega 365 Areal		Omega 365 Areal*	
Omega Subsea			Omega Subsea	Omega Subsea
Omega 365 Australia			Omega 365 Australia	
			Omega 365 Lithuania	
Omega 365 Singapore			Omega 365 Singapore	
			Omega 365 France	
			Omega 365 USA	
		Omega Pims**		
		Appframe and Pims***		
NSB-Omega	NSB-Omega		NSB-Omega	NSB-Omega
NSB-Omega Guyana			NSB-Omega Guyana	
Omega 365 Protek	Omega 365 Protek		Omega 365 Protek	Omega 365 Protek

*LinkedIn is a significant competitor to Omega 365, utilizing AI to profile our consultants and staff. Omega 365 does not support any activity on this channel that may result in network exposure. Therefore, we exercise extreme caution when engaging with this platform. It is also crucial to emphasize that Omega 365 operates its own job portal, directly competing with LinkedIn.

**YouTube channels not in use

***Omega 365 Areal LinkedIn account not completed

Corporate social media guidelines

Guidelines for corporate content production align with Omega 365's objectives:

- Stay aligned: Reflect core values and brand manual.
- Boost awareness: Make content memorable for stakeholder recognition.
- Foster loyalty: Engage stakeholders to empower and convert them into ambassadors.
- Manage impact: Provide reliable, positive content for a solid reputation.
- Ensure quality: Maintain uniformity while allowing creativity.
- Define identity: Emphasize uniqueness through brand elements.
- Cultivate culture: Prioritize a culture of organic growth and impactful stories.
- Ensure transparency: Clearly communicate the promotional nature of sponsored posts during campaigns.
- Assess images and films: Follow Omega 365's "Image and film procedure".
- Respect copyright and privacy: Give credit and get permission when needed and avoid sharing private information without consent.
- Protect security: Exercise discretion; ensure confidential information is not shared.

Private social media guidelines

Omega 365 considers an employees' use of private social media as a personal form of expression, and we do not intend to control these activities. However, the following guidelines can assist in the responsible use of social media to foster a positive online presence.

- Mind your digital footprint: Be cautious about your private sharing to ensure a positive impact.
- Clarify your identity: Clearly mention your affiliation with the company, especially if it relates to the content. Express personal opinions, not company views, unless specified otherwise.
- Listen first: Understand the culture of each social media platform before engaging.
- Thoughtful expression: Consider what you share and be aware that even content within closed circles may become public.
- Consider future regrets: Reflect on the potential long-term visibility and impact of your posts. Avoid content that could affect your reputation or others positively.
- Discuss work challenges privately: Address work-related challenges directly with your manager, not online. Refrain from discussing sensitive work topics, colleagues, clients, or specific tasks

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publicly.
- Embrace openness: Maintain transparency in your social media interactions.
- Respect others: Share knowledge and experiences while respecting diverse viewpoints. Avoid contributing to conflicts.
- Take responsibility: If mistakes are made, openly and promptly admit, and rectify them.

Evaluation

Ongoing evaluations of this procedure will be conducted, with formal reviews by the Corporate Communications Manager on an annual basis.

Distribution

This procedure is available to all employees in employee handbooks and is distributed to all employees via the company intranet annually.