



SCHOTT Social Media Guidelines

The growing popularity of social media networks is of great importance to companies. After all, users talk about companies on the Internet, discuss new technologies and either recommend or don't recommend certain products. These platforms have become extremely effective communication channels and include portals like Facebook, Twitter, Xing or LinkedIn, for example. Social media can help us identify trends at an early stage, react to criticism or trigger discussion of our own topics. We encourage you to familiarize yourself with these platforms, be curious, and learn how to use them for your own personal benefit. You can enrich discussions on the Internet by sharing your expert knowledge. It is therefore in the best interest of SCHOTT for you to use social media. On the other hand, however, we understand that many of us still have a few unanswered questions. We therefore decided to update the Social Media Guidelines to inform you of the opportunities and risks of using these media for work purposes.

Am I allowed to use social media at SCHOTT?

- All SCHOTT employees are allowed to use social networks for business purposes during working hours on the devices they have at work, provided this is appropriate and necessary in order for them to be able to do their work. Here, it is important that this usage be related to one's own area of work and be of benefit to SCHOTT. If you are unsure, discuss it with your supervisor first.
- As with general usage of the Internet, personal use of social networks during working hours is only permitted to a very limited extent.
- The "Code of Conduct" and locally applicable regulations on data security always apply any time you use social networks.
- Furthermore, the Group Directive "Usage of Company Telecommunications Services" and the "Rules on Information Security" also apply in Germany. These can be found on the Intranet.

We need your support

You really should use social media networks to analyze and take advantage of the opportunities that arise for SCHOTT. Participate in the platforms, forums and blogs that are of relevance to your field of work. Contribute to dialogue and expert exchanges and leverage the future potentials for the benefit of SCHOTT and your department. If you need any assistance or advice, feel free to contact us by e-mail: dominik.schaefer@schott.com or claudia.mueller@schott.com



Dominik Schaefer, Marketing Communication
Claudia Müller, Human Resources

The 5 Golden Rules:

1. Speaking is silver, silence is golden

A lot of people will read it

Do you really want everyone to know what is in your profile and what is being discussed in the groups you belong to? If not, then you should take a closer look at your privacy settings.

You aren't the user, you're the product

Personal data is the key to your private domain. Be careful how you use this information. After all, you don't give everyone a key to your apartment. Have you ever asked yourself why most of the network operators do not require you to pay a fee to use the sites? The network operators earn money by advertising with your data by providing it to the advertising industry.

Don't share too much information about SCHOTT

Don't talk about business or company secrets on the networks because, even here, you are not allowed to share the information you've been given with third parties. Internal or confidential information on SCHOTT is taboo on social networks! So always ask yourself if you would be willing to hang this information up on the bulletin board?

The Internet never forgets

Everything that is uploaded to the Internet can be circulated forever or duplicated and therefore could pop up again at any time. So anything you write or upload, just because of the mood you are in, could soon turn out to be embarrassing or even cause serious problems. So think about what you do very carefully. If you are uncertain, read what is in the mentioned guidelines or ask those responsible for social media.

2. Respect others

A question of decency

We should all treat other people with respect. This rule of decency also applies for the social web. Respect other employees, business partners and all those who participate in discussions. Defamatory comments, statements that can hurt a company's reputation, threats and offenses, false allegations, but also comments that jeopardize a peaceful working environment and working relationships with your employer, colleagues and business partners are prohibited by law.

Get permission

Only publish information from third parties after you have received their permission. This applies to photographs, videos and texts, in particular, even if these are available online and not visibly marked with a protective copyright. Asking the following questions can help you to make wise decisions: Would I be publishing information that I am not the author/owner of? Does the photograph or video show people whose permission I need to obtain first before using?

3. It's only human to make mistakes

So, you made a mistake? Don't be afraid to openly admit it. Correct your mistake and mark any changes you might have made in your text.

4. It's impossible not to communicate

Even if you use social networks as a private individual, your comments can easily be attributed to you as a SCHOTT employee and ambassador of the company. Leave no doubt as to your identity and who your employer is with respect to anything you write that is of relevance to your work in order to make a professional and credible impression. And if you have anything to say about topics that have nothing to do with your work, state them very clearly.

5. Create value, not spam

Added value is simply worth more

Lots of comments about companies, their products and employees can be found on the Internet. Ensure it that your contributions offer added value for your peers, fellow employees, partners and customers. Create qualitative added benefits with what you write. There is already more than enough spam on the Internet.

Willingly instead of unwillingly

Don't allow yourself to be provoked into saying things you don't feel comfortable with. Your participation in social networks is entirely voluntary and you are the one who decides on contents and how far you are willing to go with the statements you make!