

TECHART Social Media Guide

10 rules of conduct for a professional appearance on social media

1. Separation of private and professional content

Professional social media channels that contain the term “TECHART” in the account name are intended exclusively for professional content. Private posts and stories as well as non-TECHART-related content are not permitted on professional accounts. The professional impression must be guaranteed.

2. Neutrality on political and religious topics

Political or religious content must not be posted or shared, as it can have a polarizing effect and damage the company's image.

3. Ensure brand-compliant communication

All published content must be in line with the company's values and communication strategy. Content that damages the brand should be avoided.

4. Confidential handling of sensitive information

Confidential, internal or proprietary information must not be shared publicly, either directly or indirectly.

5. Professional and respectful tone

A professional and respectful tone must be maintained at all times in posts, comments and interactions with the community.

6. Use of approved materials

Only approved content such as logos, images, videos or campaign materials may be used in order to comply with legal and brand-specific requirements (content can be provided by the marketing department).

7. Correct presentation of the company and its products

The company and its products must always be presented correctly and positively. Inaccurate information or exaggerated promises should be avoided.

8. No dissemination of controversial content

Do not share or comment on controversial or inappropriate content that may affect your professional image.

9. Compliance with legal regulations

All copyright regulations must be observed. Third-party images and videos may only be used with express permission (approval by Marketing).

10. Regular checking of published content

Posts and comments must be checked regularly to ensure that they comply with current guidelines and do not contain outdated information.