

AMERICAS  
CUP 2024

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EXPRESS

# AMERICAS CUP

## SOCIAL MEDIA RULES

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GET IN THE GAME

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## SOCIAL MEDIA RULES

### SOCIAL MEDIA 'RULES OF ENGAGEMENT'

**DHL Americas Cup is an event that's meant to be fun and engaging for employees. But, while we'll be having fun on and off the field, it's important to remember that we still need to positively represent the DHL brand, even within our own internal social media channels.**

So, here are 5 'RULES OF ENGAGEMENT' when posting on social media whether Twitter, Facebook, Instagram or other...

1. Live our values of "Respect and results", which is the principle guiding our actions and decisions. The same is true in social media – make sure you treat others with the respect they deserve.
2. If you don't want to see it on the front of a newspaper, don't post it. If you would hesitate to show a picture or comment to your mother, or would be embarrassed if it was on the front page of your local newspaper, it's probably not fit to post. Share only work appropriate content.
3. Protect yourself. On Instagram or even in a closed Facebook group, make sure you don't post anything that would compromise safety or security. Whether that is a confidential or personal document, or just something you'd prefer not to get into the hands of a fraudster, play it safe.
4. Protect the company. What would our shareholders or customers think? This is a question you should ask yourself before posting something. If it might damage our company or doesn't uphold our standards, you shouldn't post it.
5. Since the group is not a newspaper or marketplace, please do not advertise any commodities, products or services. Content that is not directly related to DHL Americas Cup should not be posted.

6. Rules, rules, rules. The general rules of the Americas Cup apply to social media too. Any mean spirited aggressive behavior must be avoided at the event, and on social platforms too.

Unsure about posting something? Reach out to us on the closed Facebook group – DHL Americas Cup – or ask us directly via the Communications Teams channel.

Anything posted in this forum you agree can be used for DHL marketing or promotional purposes.

Please keep in mind that DHL Americas Cup also represents people from across the network, including different nationalities. If possible, please use our company language – English – when sharing your comments. As One!

### DHL EXPRESS – SOCIAL MEDIA GUIDELINES [Click here](#)

Social media has become an integral part of everyday life. Platforms like Facebook, Instagram, YouTube and Twitter offer us the opportunity to exchange opinions, thoughts and experiences with other users, friends, colleagues and customers – and all this is on a global scale.

Every day, our company is the subject of intense discussions on the internet. Anyone who expresses an opinion or makes a comment about Deutsche Post DHL online helps shape the public image of the company.

**FOLLOW THE CODE:** Please go through DHL Group's Code of Conduct.

**BE RESPONSIBLE:** The content you publish on social media channels will be in the public space for many years - you are personally responsible for it.

**BE AUTHENTIC:** It's important to be honest and open, but be sure to consider how your post might influence the company's image. Don't worry if you make a mistake, but come clean quickly and admit it if you do. Honesty is always the best policy.

**STAY CALM:** Too many online conversations become heated because people react quickly when they're angry. Try to stay calm and respectful. Quote facts, cite sources, tone it down. Don't pick fights. And if you're angry, step away and return to it later. You'll likely be able to respond in a calmer and more rational way.

**FOLLOW YOUR INSTINCTS:** If you feel even the slightest bit uneasy about something, chances are you shouldn't post it at all. And always keep in mind that once online, it will be there for a long time.

**USE DISCRETION:** A good rule of thumb is to avoid talking about competitors, customers, partners or suppliers, unless you have their prior approval.

**SHOW RESPECT:** Remember to always treat others the way you wish to be treated. Social media, like your workplace, is no place for ethnic slurs, personal insults, obscenity, or other professionally unacceptable behavior. Respect the privacy of others and avoid polarizing topics, like politics and religion.

**PROTECT YOUR PRIVACY:** Don't allow public access to your personal contact details. Take your conversation "offline" before you exchange personal information with others.

**KNOW THE "NETIQUETTE":** The way people interact on social media varies from channel to channel. Be sure to observe each channel first before posting for the first time. Get a feel for the site, its contributors, the content and any 'unwritten' rules that may apply.

**Don't forget your day job. You should make sure that your online activities do not interfere with performing your job or commitments to your customers.**

