



# EUROCUP 2011

**SOCIAL MEDIA RULES**

GET IN THE GAME

# EUROCUP 2019

## SOCIAL MEDIA RULES

### SOCIAL MEDIA RULES AND REGULATIONS 2019

DHL EuroCup is an event that's meant to be fun. Where you can 'let your hair down'. But, while we'll be having fun on and off the field, it's important that we remember that we represent DHL Express, even on social media. So, here are 5 'RULES OF ENGAGEMENT' when posting on social media whether it's Twitter, Facebook, Instagram or other...

**1.0 Live the yellow values.** Respect and results are at the core of what we do. The same is true in social media – make sure you treat others with the respect they deserve.

**2.0 Think twice.** 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!

**3.0 Protect yourself.** On Instagram or even in a closed Facebook group, make sure you don't post anything that would compromise your safety. Whether that is a confidential or personal document, or just something you'd prefer not to get into the hands of a fraudster. Keep safe.

**4.0 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. Since the group is not a newspaper or marketplace, please do not advertise any commodities, products or services.

**5.0 Rules, rules, rules.** The general rules of EuroCup apply to social media too. Any excessive behaviour 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 EuroCup – and ask us! Or contact us on [comms@dhleurocup.com](mailto:comms@dhleurocup.com)

Anything posted in this forum you agree can be used for DHL marketing or promotional purposes. Please keep in mind that DHL EuroCup also represents people from across the network, including different nationalities. If possible, please use our company language – English – when sharing your ideas. As One!

#### A word on Facebook access

To make sure only DHL employees are part of the closed Facebook Group, we do ask two 'qualifying' questions when new members request access. DHL reserves the right to decline access to this group - if these questions are not answered, or not answered to our satisfaction, we will unfortunately not accept the request.