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“Foundation to Landmark, brick by brick”

www.kutirgroup.in

Kutir Group Social Media Policy

This policy outlines guidelines for all employees regarding the use of social media. For the purposes of this policy, social media is defined broadly to include blogs, wikis, microblogs, message boards, chat rooms, online forums, social networking sites, and any other platforms where users can share information.

This policy applies to both professional use of social media on behalf of Kutir Group and personal use when you mention Kutir Group.

General Principles

When using social media, remember that your actions can affect both your own image and the reputation of Kutir Group. The information you post online may be public for a very long time.

Key Guidelines

- **Follow Company Policies:** You must adhere to the **Company’s Code of Conduct, Employee Handbook, and all other company policies** when referencing Kutir Group online.
- **Use Good Judgment:** We may observe content you make available through social media. You should use your best judgment and avoid posting anything that is inappropriate or harmful to Kutir Group, its employees, or its customers.
- **Prohibited Conduct:** You may not post commentary, content, or images that are defamatory, harassing, libelous, pornographic, or that could create a hostile work environment. This includes any content that is confidential or not yet public.
- **Confidential Information:** Never publish, post, or release any information that is considered confidential or proprietary. If you are unsure whether something is confidential, please contact your **supervisor or the Human Resources Department** for clarification.
- **Media Inquiries:** If your social media activity attracts press, media attention, or legal questions, you must refer these inquiries to the authorized **Kutir Group spokespersons**.
- **Engaging with Antagonism:** If a social media situation threatens to become confrontational, you should politely disengage from the dialogue and seek advice from your supervisor.
- **Permission is Required:** Before you post images or references of current or former employees, vendors, or suppliers, you must get their appropriate permission. You must also obtain permission to use a third party's copyrighted material, trademarks, or other intellectual property.

These guidelines are in place to protect both you and the company. We trust you to use social media responsibly and in a way that reflects positively on all of us.