



SOCIAL MEDIA POLICY



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| Section: Corporate Governance | | Effectivity Date: June 15, 2016 | |
| Subject: Social Media Policy | | Sensitivity Classification: Company Use | |

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I. BACKGROUND

The Social Media Policy prescribes the standards of Meralco (“the Company”) in relation to the use of online platforms of communication or social media to safeguard the Company’s interest and that of all its stakeholders.


II. PURPOSE AND SCOPE

This document will guide the directors, officers, and employees of the Company in their online social media usage.

III. DEFINITION OF TERMS

1. **Business Responsibility Units (BRUs)** are segments of the Company in charge of delivering a specific function and a definite place on the organizational chart under the purview of a BRU Head.
2. **Clearance Authority** refers to personnel in leadership positions in charge of evaluating situations to check for conflict of interest, determine permissibility and issue proper guidance to concerned Directors, Officers, or Employees.
3. **Confidential or Proprietary information¹** shall include, but shall not be limited to, any and all trade secrets and any other information, methods, processes, formulae, systems, business, technical, marketing, computer and administrative records, including customer lists, plans, software and other data developed, created, acquired or maintained by the Company.
4. **Personal Information** pertains to documented information in the custody of and obtained by the Company within the scope of the Company’s business objectives, such as, but not limited to, name, address, email address, phone number, race, nationality, ethnicity, origin, color, religious or political beliefs or associations, age, sex, marital status, information on educational, health, financial, or employment history.
5. **Conflict of interest** refers to a situation where financial or business interest, professional, or other personal considerations or interests may influence, jeopardize or compromise, or have the appearance, tendency or propensity of influencing, jeopardizing or compromising, the ability of Directors, Officers or Employees to effectively and impartially or objectively exercise independent judgment in the performance of their duties, responsibilities or professional activities in the Company.
6. **Social Media** are various online tools, applications and sites where users are able to generate files, share content, join networks or promote advocacies, brands or causes.

¹ shall also include internal memoranda or presentation materials not intended for external distribution or reproduction (e.g., appointment letter, organizational structure, employee compensation and other memos of this nature released by Human Resources and Internal Communications Office)

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IV. GENERAL GUIDELINES

A. CONFIDENTIALITY OF INFORMATION AND PROPER USE OF COMPANY PROPERTY

1. It is incumbent upon the directors, officers and employees to act responsibly with the information, privileges and resources they are entrusted with.
2. Confidentiality of proprietary information and personal information of directors, officers and employees of the Company shall be safeguarded and maintained. Appropriate penalties shall be meted out in the event of unauthorized use or dissemination of proprietary and/or personal information. Company property, proprietary and/or personal information shall be protected against abuse, loss or theft.

B. SOCIAL MEDIA USAGE


3. The usage of social media is subject to Company policies, such as those of corporate governance, information security and Code on Right Employee Conduct (COREC).
4. It is imperative to presume that every post, message, or exchange on social media is public. The manner of presenting oneself on social media should be consistent with that in the corporate world, in one's dealings with stakeholders.
5. It is an encouraged practice to participate in various Company-sponsored social media applications, sites and tools which are aimed to measure the rate of stakeholder engagement, improve brand perception and implement advisories/crisis response protocol.
6. Unless authorized, comments are to be withheld on matters such as financial information, Company management changes or initiatives, lawsuits, shareholder affairs, human resource practices, and contracts with business partners, customers, suppliers and other stakeholders. Unless authorized, the director, officer or employee shall be liable on a personal capacity for any post made on social media. The Company's official spokespersons per subject matter should handle information dissemination through various media platforms, including social media.

C. CLEARANCE AUTHORITY AND BUSINESS RESPONSIBILITY UNITS

7. Due regard to affiliations and/or memberships should be accorded as these may be sources of actual or perceived conflict of interest. Prior to embarking on any affiliation or membership, every director, officer and employee should clear these with the appropriate clearance authority:

| REPORTING PERSON | CLEARANCE AUTHORITY |
|------------------|-------------------------------------|
| Director | Nomination and Governance Committee |
| Officer | Office of the President & CEO |
| BRU Head | Group Head |
| Employee | Office of the BRU Head |


8. The following matters or incident reports should be relayed to the appropriate Business Responsibility Unit (BRU) in the Company, as indicated:

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| INCIDENT REPORT | | BRU |
|--|--|--|
| 1. Customer account/service complaints or operating troubles | | Call Center |
| 2. Conduct unbecoming a Company... | | |
| Director | | Nomination and Governance Committee |
| Officer | | Office of the President & CEO |
| BRU Head | | Group Head |
| Employee | | Office of the BRU Head |
| 3. New products/service offerings | | Marketing & Customer Solutions and Product Development |
| 4. Shareholder Affairs | | Corporate Governance and Compliance |
| 5. Investor Affairs | | Investor Relations |
| 6. Billing Rates and Tariff, Issues Management, Media Relations | | Public Information Office |

V. EFFECTIVITY

The Social Media Policy was approved by the Board of Directors upon endorsement of the Nomination and Governance Committee last May 31, 2016 and shall take effect on June 15, 2016.

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ENDORSED BY:

On behalf of the Nomination & Governance Committee



Mr. Pedro E. Roxas

Chairperson, Nomination and Governance Committee

APPROVED BY:

On behalf of the MERALCO Board



Manuel V. Pangilinan
Chairman of the Board