

Wah Kwong Social Media Guidelines

华光社交媒体指引

1. Background 背景

This Wah Kwong Social Media Policy is intended to provide all employees both at sea and in our offices (collectively, “Employees”) of Wah Kwong with a basic policy on the use of social media.

华光社交媒体指引的目的在于为所有华光的海上和岸上公司的雇员（统称雇员）提供基本的使用社交媒体的政策引导。

Social media is a valuable, easy-to-use service and tool. However, using it in the **wrong** way may not only damage business confidence in Wah Kwong and the Wah Kwong image in the global shipping and maritime markets, but could even lower confidence so far as to endanger Wah Kwong’s existence as a company.

社交媒体是非常有用及易用的服务和工具。但是错误的使用社交媒体不仅会损害华光的商业机密及华光在国际航运市场上的形象，也会降低客户的信心从而导致华光公司受损。

In times of a crisis for Wah Kwong either via a vessel we manage or another asset in difficulty in a situation which may attract public/media attention, social media must be used with the utmost care and discretion.

当华光处于危机的时刻时，无论是因为我们自己管理的船只，或是其他华光资产，这时可能会吸引广大媒体的注意，因此使用社交媒体时需要慎重。

For the purpose of compliance, Wah Kwong has established the Wah Kwong “Code of Conduct” prescribing our basic concept for fulfilling corporate social responsibility, and based upon the Wah Kwong Code of Conduct prescribing our guidelines for corporate and employee actions. These concepts are outlined in our employee handbook for all crew and shore staff.

为了符合华光的要求，华光已经建立起了华光自己的“行为准则”，并规定了基本的满足公司企业的社会责任，以及公司企业及雇员的行为指引。这些准则都印在所有船员及岸上员工的雇员手册中。

2. Social Media Policy 社交媒体政策

2.1 Scope 范围

Every Employee of Wah Kwong both at sea or ashore, regardless of his/her organizational unit or form of employment, will comply with the following:

所有华光雇员，无论是海上还是岸上，也无论他/她的公司职位，及雇佣形式都应遵循以下政策规定：

2.2 To realize that what is said as a private person may be understood as spoken on behalf of Wah Kwong

需要注意的是，作为个人的言论有时候可能会被理解为代表公司发言

- To remember that he/she is an Employee of Wah Kwong and take care not to mislead his/her readers/followers into thinking that he/she is speaking on behalf of Wah Kwong, whether or not he/she mentions to Wah Kwong in the post.

应谨记，作为华光的雇员，无论你是否在发文中提到华光，都需要谨慎不要误导你的读者/关注者使他们认为你所说的就是代表华光。

- To avoid stating his/her personal opinions or views in a way that may be interpreted as a public statement made on behalf of Wah Kwong.

应避免个人的观点会被误解为代表华光所做的公开声明。

- To avoid using social media if possible during a time of crisis for Wah Kwong. In cases where social media usage is unavoidable, its use should be for personal communication only and should not refer directly or indirectly to an incident in which the employee is involved.

在华光处于危机时刻，如果可能的话，应避免使用社交媒体。如果不得不使用社交媒体时，则应仅仅使用社交媒体作为私人的交流联络，不应直接或简介地提到涉及事故的员工。

2.3 Compliance with applicable laws and regulations and Wah Kwong regulations

符合适用的法律法规及华光规定

To comply with laws and regulations, and Wah Kwong regulations, and not to infringe any intellectual property right or other right of others.

应遵循所有的法律法规及华光规定，不应违反任何的知识产权及其他权益。

2.4 To be honest and responsible

诚实负责

- To be responsible for what he/she has posted.

应为自己的发文负责

- To realize that his/her post may be seen by an unspecified large number of people and respect that readers/viewers may make their own individual interpretations on his/her post.

应意识到他/她的发文可能会被很多人看到，且应尊重读者/关注者对此发文的个人解读。

- To be aware that emotional communication in a crisis situation (for example a casualty situation on board one of our managed vessels) is very likely to prolong unnecessary commentary, increase misunderstanding and make the situation worse.

应意识到在危急中时（例如我们管理的船只上出现船员伤亡的事故），情绪化的言语很有可能招致不必要的评论，且会导致误解并使情形变得更加糟糕。

- To respect the rights of the person he/she is posting about and the opinions of his/her readers.

应尊重对他/她发文，读者所做的评论及观点

- Not to post anything that offends accepted social standards of decency.

不要发布任何不符合社交文明礼仪的发文。

2.5 To respect the confidentiality of certain information

应尊重某些信息的机密性

- Not to post any personal or confidential business information about Wah Kwong or Wah Kwong's stakeholders for example shareholders, principals, bankers, insurers, suppliers, Class Socs, Flag States, etc.

请勿发布关于华光或华光股东的任何私人或商业机密信息，例如股东，负责人，银行，保险公司，供应商，船级社，船旗国等等。

- Not to post any information that is not publicly available and is learned in the course of his/her jobs.

请勿发布非公开可得的资讯及工作中获得的资讯

2.6 To realize that information once posted online cannot be deleted

应意识到信息一旦发布到网上是不能被完全删除的

To make a post upon the understanding that information once posted online may be unable to completely deleted and may be publicly available for a long time.

需要明白信息一旦发布到网上是不能被完全删除的，且在很长的一段时间内，能被大众轻易获得。

2.7 To realize how fast information spreads online

应意识到信息在网上传播的速度是很快的

To make a post upon the understanding that it is quite easy to copy and cite the information posted online and it may fast spread to other media.

需要明白信息一旦发布到网上是能够轻易被复制及引用，且在网上传播速度很快。

3. To our Principals and other users of social media sites

公司负责人及其他社交媒体网站的使用者

3.1 Wah Kwong's public social media accounts

华光公共社交媒体账号

With respect to the Wah Kwong's public accounts, please see the Wah Kwong Social Media Account List.

对于华光公共媒体账号，请参阅华光社交媒体账号列表

Here we should list every public social media account the group has: eg Linkedin, FB, etc.

我们应将所有的公司的公共社交媒体账号在此列出，例如 *Linkedin, FB* 等等

Wah Kwong Social Media Account List

华光社交媒体账号列表

3.2 Posting by other accounts

其他账号的发文

Please be aware that any post made by any Employee of Wah Kwong at other than on the Wah Kwong's public accounts is not necessarily a public statement or view of Wah Kwong.

应当注意的是，任何使用非华光公共媒体账号的员工的发文都不应当被理解为代表华光所做的公共声明。