

Guideline		Edition	Date	Doc designation
Social Media Guideline		1	2025-04-17	Social Media Guideline
Responsible	Author, Co-author	Approved by		
Sofia Johansson	Sofia Johansson	Management group		

Firefly Social Media Guideline

Purpose

This guideline ensures that our employees represent Firefly responsibly and professionally on social media while promoting a culture of trust, transparency, and respect.

Social media is a powerful tool to connect with others, share knowledge, and promote our mission to enhance industrial fire safety. Let's use it wisely to protect our brand and uphold our values.

Who this guideline applies to

This guideline applies to all employees, agents and distributors when engaging in social media activities related to our work and brand, whether posting on company accounts or personal accounts where your association with Firefly is evident.

Guidelines for Social Media use

1. Represent the brand thoughtfully

- Always be respectful and professional in your tone.
- Avoid controversial topics unrelated to our business and mission.
- Protect our reputation by refraining from any posts that could be seen as damaging or offensive.

2. Share accurate and reliable information

- Double-check your facts before posting. Misinformation, even if unintentional, can harm trust in our company.
- Avoid making promises or guarantees that aren't 100% certain.

3. Confidentiality is key

- Never share confidential or proprietary information about our company, partners, or clients.

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- Do not post about internal events, projects, or other information that competitors could take advantage of.
- If unsure whether something is confidential, always make sure to clear this with your manager.

4. Uphold professional standards

- Ensure proper grammar, spelling, and clarity in your posts. High-quality communication reflects well on the company.
- Avoid using offensive language.

5. Respect and inclusivity

- Treat others with kindness and respect on social media, just as you would in person.
- Harassment, discrimination, or inappropriate comments are strictly against our values and this policy.

6. Social Media mistakes

- If you realize you've made an error in a post, notify the marketing department immediately so we can address it promptly.
- Deleting or editing posts should be done transparently to avoid confusion or suspicion.

Why this matters

Every interaction on social media is a reflection of our commitment to industrial fire safety. By following these guidelines, you help build trust with our clients, partners, and the broader community.

If you have any questions or need guidance, feel free to reach out to the marketing department. Let's work together to maintain a positive, professional online presence for Firefly.