



We're on a mission to bring progress to life. And that 'life' part is really important to us.

Because as a company, we are more than the sum of our parts. We are a roof under which close to 30,000 passionate, talented, and curious people gather, full of energy and vibrancy – and absolutely bursting with life.

One way that we can share this life with the world around us is through social media. And with this handy guide, we want to help you be an active voice in our shared dsm-firmenich journey. We want to help you share our collective story and our progress-driving work with your friends, family, customers, and everyone else that matters to you. And we want you to join us in creating new connections and building new communities. In a way that works for you.

Social Media Ambassador Guidelines

dsm-firmenich 

Six quick tips to make the best of socials

Share your passion.

Social media should be fun; otherwise, what's the point? When you get that butterfly feeling in your tummy, share your excitement with the world. Because enthusiasm is always infectious (in a good way).

Make it yours.

We are a team of passionate individuals. Let's show it. Embrace your unique voice and speak from the heart. One way to make things your own is by using personal pronouns, e.g., "I am proud to share..."

Keep your compassion.

We are bold and self-assured. But we are never self-important. We respect other people's opinions and learn from new perspectives. And we are professionals. So we always stay calm. We don't react just because everyone else is getting involved.

Think twice.

Before sharing anything, remember, there is no delete button on the internet. Be smart and thoughtful with everything you share. Never share confidential information.

Start the conversation.

Social media is all about conversations – so don't be afraid to ask questions in your posts or invite others to comment! We don't want to shout into the void, but instead, build new connections and strengthen those we already have.

Be safe.

Your safety and well-being should be at the top of your priority list. Social media is a fast-moving world. And at times an unforgiving one. Be careful with what you share about yourself and others. Look after number one. That's you!



Personalize your posts

There's nothing more authentic than sharing your own images. So, if there's something you want to shout about at work, why not share it with...

- A photo of yourself in a professional setting
- A photo of you and your colleagues
- A photo from a presentation/event
- A photo where you're doing something that you're passionate about

Just make sure that you have consent from the people in the picture. And it's also a wise idea to check the background of the photo, just in case there's anything hiding there that you don't want the rest of the world to see.

And if you don't want to share with your own picture, feel free to choose one from the image bank on our [dsm-firmenich Brand Center](#).

Be safe and social-savvy

Be cautious of what you “borrow”.

The internet is full of great content – but often, it belongs to someone. That means you can’t use it without the right permissions. If you’re not sure, it’s usually best to play it safe and not use it.

Own the outcome.

Our voices are powerful. And as we all know, great power comes with great responsibility. Make sure you are careful about what you say. And don’t spread any information about our company that you don’t know to be true, or that isn’t public yet.

Respect privacy.

We all know that protecting our and our company’s privacy is important – so please don’t distribute or share future promotional activities, trade secrets, internal reports, policies, procedures, or other private and confidential information. Of course, this includes customer and partner information too.

Keep the market fair.

Don’t distribute financial information or give “tips” to others so that they can buy or sell stocks or securities. We’re in this to help people and the planet – not to make people rich.

Be a force for good.

(We know it goes without saying – but sometimes we have to say it!)

Never use malicious, obscene, threatening, or intimidating actions. Don’t use discriminatory remarks, threats of violence, or unlawful conduct. And don’t post or support content meant to harm someone’s reputation or anything that could create a hostile work environment on the basis of race, sex, sexual orientation, disability, religion, or any other status protected by law or dsm-firmenich policies.



Whoops!

If you mess up, be quick to correct it and clear about what you did to fix it. Give your manager a heads up; they’re there to help.

If it’s a BIG whoops, contact the Digital Enablement Chapter (digital-enablement.chapter@dsm-firmenich.com) – they will help you resolve the issue.

If a journalist contacts you, please direct them to media.contacts@dsm-firmenich.com