DHL AFRICA CUP

SOCIAL MEDIA 'RULES OF ENGAGEMENT'

The DHL Africa Cup is an event that's meant to be fun. Where you can 'let your hair down'. But, while we'll be having fun on and off the field, it's important that we remember that we represent DHL Express, even on social media.

So, here are 5 'RULES OF ENGAGEMENT' when posting on social media whether Twitter, Facebook, Instagram or other…

1. Live the yellow values. Respect and results are at the core of what we do. The same is true in social media – make sure you treat others with the respect they deserve.

2. If you don't want to see it on the front of a newspaper, don't post it. If you would hesitate to show a picture or comment to your mother or would be embarrassed if it was on the front page of your local newspaper, it's probably not fit to post!

3. Protect yourself. On Instagram or even in a closed Facebook group, make sure you don't post anything that would compromise your safety. Whether that is a confidential or personal document, or just something you'd prefer not to get into the hands of a fraudster. Keep safe.

4. Protect the company. What would our shareholders or customers think? This is a question you should ask yourself before posting something. If it might damage our company or doesn't uphold our standards, you shouldn't post it. Since the group is not a newspaper or marketplace, please do not advertise any commodities, products or services.

5. Rules, rules, rules. The general rules of the Africa Cup apply to social media too. Any excessive behaviour must be avoided at the event, and in social platforms too.

Unsure about posting something?

Reach out to us on the closed Facebook group – DHL Africa Cup – or ask us! info@dhlafricacup.com

Anything posted in this forum you agree can be used for DHL marketing or promotional purposes.

Please keep in mind that DHL Africa Cup also represents people from across the network, including different nationalities. If possible, please use our company language – English – when sharing your ideas. As One!