

Fakeeh Care Group		Document #:		
Title: SOCIAL MEDIA POLICY, FCG-GMO	Classification: <input type="checkbox"/> CPP <input type="checkbox"/> APP <input type="checkbox"/> OPP <input type="checkbox"/> IPP	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Revised	<input type="checkbox"/> Renewal
	High Risk: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Version: 1	Issue Date: 24-07-2023	
	Replaces:	Effective Date: NA	Expiry Date: NA	
Applicability: To everyone from executives, managers to interns and freelancers of Fakeeh Care Group				

1. Purpose of a group social media policy:

- 1.1. Protect Information:** This policy sets the guidelines, rules, and responsibilities of employees and other SBU representatives regarding social media use and provides a framework for using the same.
- 1.2. Be Responsible:** It covers official company social accounts aiming to protect the company's brand reputation and reduce the risk of bad publicity on social media.
- 1.3. Applicable to all employees:** It applies to everyone in the organization, from the CEO to interns.

2. Definitions/Abbreviations:

- 2.1. Social media policy** simply outlines how an organization and its employees should conduct themselves via the web. It helps protect your company's online reputation and encourages employees to also get involved in sharing about the company in their online networks.
- 2.2. Group Marketing Office:** planning, marketing strategy, creation and circulation of key marketing communication are all done by one centralised office to different unit offices for execution.
- 2.3. Culture:** is a set of shared core values and practices that define an organization, both internally for employees and externally as part of its public image. The more well-defined a company's culture is, the more likely they are to attract top talent that prioritizes shared values.
- 2.4. Core Values:** are the deeply ingrained principles that guide all company actions and serve as its cultural cornerstones.
- 2.5. Fakeeh Care Group:** Renowned healthcare chain in the Kingdom of Saudi Arabia with its flagship hospital, Dr. Soliman Fakeeh Hospital located in Jeddah. Founded in 1978, FCG has completed 45 glorious years. Along with the hospital chain across KSA and UAE, the company also operates ambulatory care centres, pharmacies, medical retail, health tech, construction, and facility management services through its subsidiaries in KSA and UAE.
- 2.6. FCG:** Fakeeh Care Group
- 2.7. FCG-GMO:** Fakeeh Care Group- Group Marketing Office
- 2.8. GMO:** Group Marketing Office
- 2.9. KSA:** Kingdom of Saudi Arabia
- 2.10. UAE:** United Arab Emirates
- 2.11. SBU:** Strategic Business Unit(s)

3. Scope: social media Policy

Scope & Guidelines	
3.1.	<p>3.1. Social Media Account Ownership: No employee or unit marketing teams are allowed to create accounts for the group/SBU/personal, social media accounts in the name of Fakeeh Care Group or entities without the consent of Group Marketing Office (GMO).</p> <p>3.2. Maintain a consistent brand Identity whenever someone interacts with our company online, either through a brand channel or an employee, they get the same consistent experience. Developing a more reliable, trustworthy identity for the group with consistency in communication across units turning customers into loyal fans and ambassadors.</p> <p>3.3. Protect your brand from privacy and security risks: Establish security protocols which will protect our accounts against hacking, phishing and fraud accounts.</p> <p>3.4. Prevent a public relations crisis: Being proactive and implement a strategy in advance to minimize crisis. Spokesperson responsible for handling PR crisis should be the SBU Head and managed strategically by group marketing office (GMO).</p> <p>3.5. Responsible Engagement: Adherence to brand guidelines (how to talk about products / services, etc), etiquette (how to respond to comments, tone of voice ,etc) , confidentiality (which details not to be shared on social media).</p> <p>3.6. Total number of pages per entity: every unit is allowed to have only ONE account per social media handle managed and owned by the SBU's marketing teams. Other employees are not to allowed to create personal accounts using Fakeeh Care Group & its entities brand name.</p>

4. Approved, Accounts & Ownership:

		FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
FAKEEH CARE GROUP		https://www.facebook.com/fakeehcare (used currently by DSFH)	-	-	-	https://www.linkedin.com/company/fakeeh-care-group/
JEDDAH CLUSTER						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	DSFH - Jeddah	https://www.facebook.com/Dr.SolimanFakeehHospital	dsfhjeddah	https://www.youtube.com/c/DSFHospital	https://twitter.com/DSFHospital	https://www.linkedin.com/company/dr-soliman-fakeeh
Medical Education						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	Fakeeh College for Medical Siences	-	-		كلية فقيه للعلوم الطبية (4) FCMS	

Medical Retail						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	Fakeeh Vission	https://www.facebook.com/fakeehvision	Fakeeh فقيه فقه Vision (@fakeehvision) Instagram photos and videos	-	https://twitter.com/FakeehVision	https://www.linkedin.com/company/fakeeh-vision/
2	Fakeeh Complementary	https://www.linkedin.com/company/fakeeh-complementary/	-	-	-	-
Others						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	Fakeeh Tech	https://www.facebook.com/fakeeh.tech	-	-	https://twitter.com/FakeehTech	-
RIYADH CLUSTER						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	DSFH - Riyadh	https://www.facebook.com/dsfhriyadh	DSFHospital.Riyadh	Dr.Soliman Fakeeh Hospital – Riyadh	DSFH_Riyadh	https://www.linkedin.com/company/dr-soliman-fakeeh-
DUBAI CLUSTER						
Serial No.	Brand	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	LINKEDIN
1	FUH - Dubai	https://www.facebook.com/fakeehuniversityhospital	https://www.instagram.com/fakeehuniversityhospital/	https://www.youtube.com/@FakeehUniversityHospital	https://twitter.com/FUHHCare	https://www.linkedin.com/company/fakeeh-universityhospital/

1. Monitoring:

Policy Indicator Measure (if applicable)	Source of Data	Responsible
• Report from the units	Online and from SBU	SBU Marketing Teams

2. Forms/Attachments/Flowcharts: N/A

3. Material/Equipment: N/A

4. References/Links to External Sources: N/A

Reference	Hyperlink to External Source or Reference if Available

5. Approvals:

9.1. Prepared by:

Name, Designation

Date:

9.2. Reviewed by:

Name, Designation

Date:

9.3. Approved by:

Name, Designation

Date: