

February 9, 2022

SOCIAL MEDIA POLICY – I

(GUIDELINES FOR INTERACTING WITH EXTERNAL WORLD)

(Version 1.0)

1. INTRODUCTION

MCX shall use social media platforms as an efficient and effective means for mass communication, education and marketing. Social media is a fairly new communication channel but as a powerful medium of communication, the basic rules of confidentiality, privacy, integrity, honesty and courtesy form the foundation of this medium. Thus, it is important that social media interactions representing MCX and its subsidiaries (*hereafter collectively referred to as "MCX" throughout this policy*), be conducted in a professional manner to ensure that any piece of knowledge or information is presented in a way that is consistent with the corporate identity of MCX.

It is imperative to follow and work under the principles listed in the policy to enhance and protect the brand and reputation of MCX while building stakeholders' confidence.

Terms used in this policy:

Social Media: Media tools designed primarily for social interaction and collaboration, often featuring communication designated for a broader group (e.g., one-to-many postings and submissions) with the option for continued interaction, sharing, evolution, and "socialization" of the content. Examples of Social Media include, but are not limited to: Facebook, Google +, Instagram, LinkedIn, MySpace, Pinterest, Quora, Skype, Twitter, Telegram, WeChat, WhatsApp, Wikipedia, YouTube, blogs, among others.

User-Generated Content (UGC): User-created or assembled text, comments, photos, videos, etc. that a participant in Social Media posts for all other participants of that Social Media tool to view.

Social Media handles of MCX:

- LinkedIn: Multi Commodity Exchange of India Ltd
- Twitter: MCX@MCXIndiaLtd
- Facebook: Multi Commodity Exchange of India Ltd@MCXIndiaLtd
- Instagram: mcxindiaofficial

2. PURPOSE

- a. To create a formal brand voice.
- b. To maintain and enhance the brand identity.
- c. To provide consistent, accurate, and timely information on MCX social media handles while keeping in mind the broad regulatory guidelines.
- d. Refuting rumours, wrong information with facts & putting out the right communication.
- e. To discourage posting of any un-verified information, propaganda, rumours, or false statements about MCX and matters related to it, on any media.

3. MCX SOCIAL MEDIA POSTS

MCX social media posts can be of MCX or MCX IPF.

i. Posts/Promotions under MCX:

MCX Marketing team, after due approvals from the relevant HoDs of departments, wherever necessary, and those of the Marketing/Corporate Communications departments, can post such content that –

- creates awareness and education on commodity markets;
- promotes and highlights new and existing products;
- focuses on brand building e.g. achievement of milestones, awards received; and
- provides updates on upcoming events/webinars/contests etc.

MCX Communication Team can also use MCX Social Media handles to communicate to the stakeholders such as investors, shareholders and others as and when required.

ii. Posts under MCX IPF:

MCXIPF posts shall be posted with appropriate logo/s for clear demarcation of social media posts between MCX and MCXIPF.

Under MCXIPF category, MCX Marketing team undertakes various tasks of building knowledge series database using a variety of mediums like static and animated posts. These posts aim to enhance knowledge on the commodity derivatives market as well as decipher its nuances to build a level of interest in the users.

MCXIPF related posts also provide details on investor awareness camps, video snippets, comic/general educational stories in static and video formats, etc. The posts also cover information relating to special quiz/slogan contests especially during annual events like the World Investor Week, other SEBI initiatives, etc.

4. GENERAL GUIDELINES

The general guidelines as mentioned below shall apply to the employees who are handling MCX Social Media accounts.

- i. Any User Generated Content (UGC) in any form such as images, videos, text, and audio related to MCX requires approval of the concerned Head of Department of the department, wherever necessary, and the HoD of Marketing/Corporate Communications, prior to being posted on MCX Social Media accounts.
- ii. In case of any doubt regarding the messaging /suitability of the content to be put up on social media, such social media related queries should be taken up with the Corporate Communications Team.

5. OFFICIALS IN-CHARGE

MD & CEO shall be the official spokesperson regarding matters related to MCX. However, with reference to any queries regarding awareness programs / seminars / events, business related developments, new products and incidental matters, HOD – Corporate Communication / HOD - Marketing, shall be the officials in-charge as and when required.

Depending on queries/issues related to specific functions such as Technology, Legal, Investor Relations, Regulatory, and Risk Management among others, the MD & CEO may designate any other senior management personnel from MCX to act as the official in-charge.

6. RESPONSES TO INQUIRIES/POSTS ON SOCIAL MEDIA

Marketing team of MCX will keep a track of comments on each post made under MCX/ MCX IPF and any negative comments on MCX social media pages/handles will be dealt with suitably after due consultation with the Corporate Communications team.

MCX's authorised officials in-charge to be informed by the Marketing Team as and when a relevant query regarding awareness programs / seminars / events, business related developments, new products and incidental matters is received on social media and also keep concerned HoD/s informed of the relevant social media queries (on a need to know basis).

The response shall be finalised by the relevant department and approved by the concerned HoD/s and the Corporate Communication Team, before posting on social media.

In case of any undesirable posts, the Marketing Team and Corporate Communications Team in conjunction with the relevant Team(s) will either respond to or remove/delete/hide rumours and/or offensive/derogatory comments from its social media handles.

All other queries shall be escalated by the relevant Heads of Departments to MD & CEO for suitable action.

In case of positive comments, after consultation with the HoD – Corporate Communication / HoD – Marketing, the post can be “liked” and acknowledged. This will encourage user interaction and build a rapport.

7. CRISIS COMMUNICATION

A crisis can have a lasting impact on MCX’s image and reputation. Therefore, it is important that MCX relay information on social media in a crisis with extreme care. In case the situation so warrants, the designated official in-charge (other than those specified earlier) for such an event, would be decided by the MD & CEO.

HOD of the concerned department shall update MD & CEO / HoD, Corporate Communication of the key developments relating to the crisis from time to time so that the appropriate communication/ response is made.

MCX social media handles will be used along with other mediums, as and when required, to disseminate MCX’s stated position to curb spread of misinformation or disinformation to contain the crisis. MCX may use social media to address concerns of employees and various stakeholders by amplifying positive facts via WhatsApp, email campaigns.

8. SOCIAL MEDIA MANAGEMENT

- The Corporate Communications Team will also respond appropriately, if required, to any negative content/ links or reviews on social media that are discovered/brought to its notice.
- All employees are urged to bring to the notice of the Corporate Communications Team any negative social media posts for suitable action.
- For positive outreach, the department may tag the positive posts to leading reporters, news channels, corporate houses, etc. using social media handles.
- **Tracking of Negative posts/reviews** - To fulfil the aforesaid objectives, the Corporate Communications Team, if necessary, may engage the services of a third-party social media tracking agency/PR agency for effective monitoring, control and management of negative posts/content/reviews.
- **Effectiveness Measurement/s** - MCX also aims to consider using technology to measure the effectiveness of its social media platform. The Marketing team, if necessary, may engage the existing PR/Tracking agency or a separate third party professional agency for periodically doing social media impact/sentiment analysis, etc.