



SOCIAL MEDIA POLICY

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(For pdf executive summary

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SOCIAL MEDIA POLICY

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PURPOSE AND SCOPE

PURPOSE

Every day, people discuss our brands and products in hundreds of online conversations. In today's world, social media is an important channel to engage with our authors, customers, partners and stakeholders to help achieve Springer Nature's business goals. We recognise the potential value of social media as well as the need to use it safely and protect our company reputation.

Springer Nature actively supports employees who engage on social platforms to fulfil a business need or promote our company culture and hence strengthen our brands.

The purpose of this policy is to:

- Guide employees' use of social media, where there is actual, potential or perceived overlap with their professional capacity at Springer Nature.
- Provide clear guidance for those colleagues managing a social media account on behalf of the company.

SCOPE

This policy applies to all employees of Springer Nature and is designed to help you use social media effectively and responsibly.

From Springer Nature's point of view, the term 'social media' refers to various digital platforms and networks where users have the opportunity to exchange information interactively and to create content individually or collaboratively. Among others, these include social networks like LinkedIn, Facebook, X (formerly Twitter), Bluesky, Instagram, YouTube and TikTok, image-sharing sites like Pinterest and Flickr, crowdsourced platforms like Reddit, messaging services like Facebook Messenger or WhatsApp, as well as local social platforms such as WeChat, Weibo, Bilibili or Xiao Hong Shu in China.

This document does not apply to the use of our internal digital channels, such as Hive, Teams or Slack. For Hive, colleagues should refer to the [Hive Acceptable Use Policy](#).

All Group Policies are working documents and will be monitored and revised as necessary to ensure that they continue to meet Springer Nature's needs. Please check [Hive](#) for the latest version.

POLICY STATEMENT

CODE OF CONDUCT

Our ***Code of Conduct*** provides the foundation for this Social Media Policy and **applies to all online activities of our employees that affect business interests of Springer Nature**. Please be aware that even when you consider yourself to be speaking in a private capacity, if you are identifiable on social media as a Springer Nature employee, you may be seen as a company representative in the eyes of the public.

Springer Nature encourages you to explore and engage with social networks for legitimate business purposes and at a level at which you feel comfortable. Have fun, but be smart!

Our advice is to approach digital environments in the same way we would a physical one: by using **sound judgement** and common sense, adhering to the [company's values](#) and following the [Code of Conduct](#) and all other applicable **company policies**, as well as the **applicable law** in respective countries.

RESPONSIBILITY FOR THE IMPLEMENTATION OF THIS POLICY

Everyone at Springer Nature has a role to play in the implementation of this policy. Key responsibilities are as follows:

Every employee of Springer Nature should:

- Read and understand this policy.
- Know your responsibilities with regard to using social media safely and protect our company reputation.
- Know where to seek help if you are unsure as to whether something is appropriate to post on social media.

If you make a mistake or see something being shared on social media related to Springer Nature that shouldn't be happening, inform the [Social Media team](#) who will support and guide you.

The [general guidance](#) section of this Social Media Policy is applicable to everyone at Springer Nature. Based on your level of social media usage, you must also adhere to the following sections:

- [Additional guidance for employees managing company accounts](#)
- [Additional guidance for official Employer Brand Ambassadors](#)

The blend of professional and private communication is both natural and inevitable. To help you navigate this, you will find additional guidance for employees using social media in a personal capacity in an addendum or a separate advisory document, depending on the country you are based in.

GENERAL GUIDANCE

APPLICABLE LAW

In addition to the applicable local law and our company regulations ([Code of Conduct](#), [Group Policy Anti-Discrimination and Anti-Harassment](#), [Group Privacy & Information Technology Policy](#), etc.) every social network has its own general terms and conditions which might lead to legal implications. You will have agreed to these when creating a profile on the platform and you are responsible for ensuring you are adhering to them.

Make sure you **don't stray into defamation** (libel, slander) when talking to or about people and companies on social media. The laws around what constitutes defamation (and what is a defence) vary between different countries. Broadly speaking, defamation is a statement that causes harm to the character of the person or organisation it concerns. There have been several civil defamation claims brought against individuals for what they have posted on social media platforms, which are expensive and stressful.

Make sure you have permission to post images or use a **third party's copyright** or **personal data, copyrighted material, trademarks, service marks** or other **intellectual property** before you publish **and credit the owner** when required to do so.

Springer Nature's brands and trademarks are valuable assets and must always be protected. Neither the Springer Nature logo or brand name nor any of our other corporate logos or brand/product names may be used for private blogs, websites or other private social media profiles unless you are authorised to do so by [Corporate Affairs](#). Of course, you may state Springer Nature as your employer or disclose your affiliation with Springer Nature or its affiliated companies on your personal social media profiles.

CONFIDENTIALITY

Online postings and conversations are for the most part not private, can be shared by others and can be impossible to remove from public record. This also applies to messenger apps. Even if you delete something as an afterthought, people may have already captured, saved and shared the information. We therefore ask you to be careful about what you post, especially when identifying and discussing others – including authors, customers, suppliers and your colleagues – unless you have their permission. Consider what your manager would think if they were to read what you are posting.

Never discuss proprietary Springer Nature information, unless you are a company spokesperson or authorised by [External Communications](#) to speak on behalf of the company. Proprietary Springer Nature information includes, but is not limited to:

- Sales data and plans
- Company finances
- Strategies
- Product launch information
- Unannounced technology
- Legal matters the company is involved in
- Anything of a controversial subject matter **or anything considered 'confidential'**.

Please also familiarise yourself with the [Guidelines for internal and external information sharing as a listed company](#).

If you learn business information from a Springer Nature social media account, do not treat it as publicly known, unless you are certain it is not meant to be confidential.

If members of the media, including journalists or bloggers, contact you about information that might be considered sensitive to Springer Nature or our business, or if you are unsure if the information is publicly available or is otherwise appropriate to post, please contact [External Communications](#) and/or your line manager.

FAIRNESS AND RESPECT

Always remain professional, respectful and honest when using social channels for business purposes. Ensure that you do not post communications that violate any laws, such as those prohibiting discrimination, harassment and bullying. Be respectful of all individuals and different cultures.

ONLINE HARASSMENT SUPPORT

There is a lot of noise online. Some of it is best ignored; engaging with it doesn't make a positive difference and may just be responding to 'bots' or encouraging 'trolls' who are trying to provoke a reaction. However, online harassment, bullying or discrimination against journalists and other colleagues, is on the rise and can negatively impact your well-being and mental health. We unequivocally condemn this harassment in all its forms. Your personal safety is of the utmost importance to Springer Nature, whether the incident is happening on your personal account, or on one you run on behalf of the company. As outlined in Springer Nature's [Anti-Harassment Guidelines](#), **Springer Nature will always fully support employees who experience harassment as part of their professional capacity.**

In addition to Springer Nature's editorial policy [Communicate with Respect](#) and our external statement to support colleagues facing harassment, bullying or discrimination from external stakeholders, we have an [Online Harassment Protocol](#) in place. Any employee experiencing online harassment should inform their manager and their local [HR International](#), [External Communications](#) and [Legal](#) contacts. This group will review the situation and involve anyone necessary to work with you directly. A [LEAP playlist](#) offers further resources and support for dealing with online harassment in the moment, if and when abuse happens.

ADDITIONAL GUIDANCE FOR EMPLOYEES MANAGING COMPANY ACCOUNTS

REGISTRATION

Proposals for **new, official Springer Nature accounts must** be positioned as in **support of a business priority in order to be considered for creation**. You cannot set up a company account without express approval from the [Social Media team](#). All new company accounts need to be requested via our [Social Media Account Request Form](#).

OWNERSHIP

Official company accounts are considered **company property**, including the accounts' fans/followers and any content created for or posted on them.

These official accounts are to be identified as such using clearly recognisable branding. In addition to their respective brand/product logo, the brand name is to be included in the account name and the URL provided should lead to a Springer Nature platform.

CYBER SECURITY

Protect yourself. Protect our brands. Securing access to your personal and company accounts is crucial to protecting you and the company from hacking, impersonation and other forms of identity theft.

Due to data privacy considerations, **corporate accounts must always be registered with company email addresses set up as a shared mailbox** to allow:

- Team collaboration
- The enablement of multi-factor authentication via email and
- Potential account recovery.

Ensure your passwords are unique, do not contain personal information or common dictionary words and comply with Springer Nature's [guidance on passwords](#).

Whenever possible, **enable multi-factor authentication** depending on the method supported by the social media platform or social media tool you use (e.g. Time-based One Time Password, Google Authenticator, 1Password, Okta, email, mobile phone, etc.). **You must provide your supervisor with the login information for your company account for safekeeping.** For company accounts that were set up before this version of the Social Media Policy came into effect, we ask that you ensure your account is registered with a company email address and that you provide your supervisor with the login credentials right away. We recommend using 1Password, a password manager supported by Springer Nature. 1Password enables you to securely store passwords, share them safely among your team members, and sync them across your devices. It also has browser extensions that allow you to automatically fill out passwords in your browser and help encourage good practices such as different passwords for different sites. The tool can be requested via helpdesk.springernature.com.

If you manage a company account on a social media platform that requires you to log in via your personal profile, in particular Facebook/Meta and LinkedIn, you need to take applicable security measures mentioned above (multi-factor authentication, strong password). You should never be the only employee with admin access to a company account. **Always ensure there are at least two people with full access to your company account.** Company accounts on Meta need to be owned by and accessed via the official company Meta Business Manager of your division, unless you were granted an exception. It is not allowed to set up an individual Business Manager on Meta.

For daily account management, please always lock the device or log off to prevent unauthorised access to your social media accounts. Bad actors often try to get access to social media accounts through social engineering attacks, like phone calls or phishing emails. Never share any social media information or login credentials to malicious applications or third-party websites or for the same channel where it was requested. Always verify the identity of the requester. Exercise caution before clicking on any links you suspect may be spam. If you discover that your account has been compromised, change your password immediately and delete all posts that were sent while the account was still hacked. If you are not able to do so because you are locked out, contact the [Social Media team](#) for help.

If you become aware of an impersonated company account, do not interact with it, since it may lead to account compromise or reputational damage for Springer Nature. Report it to the [Social Media team](#) which will review the account in collaboration with the [Security Operations Centre](#).

ACCOUNT MANAGEMENT

Active participation on social media on a business level for Springer Nature requires time. Make sure you are willing and able to take the time to actively manage a company account by posting regularly, engaging with your audience, responding to questions and correcting information when appropriate. Secure buy-in from your line manager.

Official company accounts are to remain in operation without interruptions. If an employee who served as a Community Manager or Administrator is changing responsibilities or teams, leaves the company or is on longer leave of absence, it is their and their supervisor's responsibility to hand over the company account. It is the responsibility of the employee to provide the login credentials or provide (admin) access rights to their successor and supervisor if not already done so. It is the responsibility of their supervisor to appoint a successor from among the team members before the employee leaves and to promptly change the relevant passwords after the colleague leaves the company. If, together with your supervisor, you decide that a company account is to be closed, the branding must be removed and the account is to be deactivated. Find here the [guide to shutting down a corporate account](#) and general guidance regarding account management in the [Social Media Handbook on Hive](#).

FAIRNESS AND RESPECT

Always remain professional, respectful and honest when using social channels for business purposes. Ensure that you do not post communications that violate any laws, such as those prohibiting discrimination, harassment, and bullying. Be respectful of all individuals and different cultures.

Avoid discussing topics that might be sensitive, political, religious, or potentially controversial in nature and disengage from dialogues in a polite manner if your partner becomes offensive. Always take the higher ground.

Monitor user-generated content on your social media accounts and delete comments that infringe on the copyright of third parties, are offensive, discriminatory or obscene, are obviously spam with links to irrelevant blogs or websites or are completely unrelated to the topic of the post. However, don't delete comments or posts simply because you are uncomfortable with them. Most people are suspicious of censorship. What matters is often not what is posted but how you react to it.

ADDITIONAL GUIDANCE FOR OFFICIAL EMPLOYER BRAND AMBASSADORS

OWNERSHIP

Social media accounts that you maintain as a private individual are your property and are not to be identified as official corporate accounts. However, we invite you to use our branded LinkedIn headers to highlight your official Ambassador role. You are not required to use personal social media profiles to reach out to potential business partners. However, if you choose to do so, ensure that for subsequent business communications you use classic channels, such as your company email account.

Should you leave the company, Springer Nature will not require you to provide your contacts, as your fans and followers chose to follow you as a private individual. However, you will lose your official Ambassador status and must update your profile accordingly, such as removing the branded LinkedIn header and any headline information about this role.

APPOINTMENT AND TIME GRANT

Official Springer Nature Employer Brand Ambassadors are appointed and trained by the company. Your **line manager's approval** for this is needed. To fulfil your role, **you are entitled to spend 5% of your working time towards any activities connected to your appointment** as an Employer Brand Ambassador. The time can be used for regular posting and engaging with content on LinkedIn and learning and development activities. Of course, you are always welcome to do more or reduce the time spent on your Ambassador activities, in line with your objectives and in agreement with your line manager. We hope to see regular activities from you that contribute to your Ambassador status. Line managers should be aware that the ambassadorship is an ongoing commitment and their support of the Ambassador is crucial for the success of the programme.

If your activities have noticeably dropped or ceased altogether, the Social Media team will work with you to help you regain momentum. If, for any reason, you or the company finds that it may be better for you to step away from your role as Ambassador, the situation will be discussed together to agree if you should stay in the programme. If you leave the company, you will no longer be an official Ambassador.

CYBER SECURITY

Protect yourself. Protect our brands. Securing access to your personal accounts is crucial to protecting you and the company from hacking, impersonation, and other forms of identity theft.

Our recommendation:

Ensure your passwords are unique and do not contain personal information or common dictionary words and comply with Springer Nature's [guidance on passwords](#).

Whenever possible, verify your profile and **enable multi-factor authentication** depending on the method supported by the social media platform (e.g. Time-based One Time Password, Google Authenticator, 1Password, Okta, email, mobile phone, etc.). 1Password enables you to securely store passwords and sync them across your devices. It also has browser extensions that allow you to automatically fill out passwords in your browser and help encourage good practices such as different passwords for different sites. The tool can be requested via helpdesk.springernature.com.

Please always lock the device or log off to prevent unauthorised access to your social media accounts. Bad actors might try to get access to your personal social media profiles through social engineering attacks, like phone calls or phishing emails. Never share any social media information or login credentials to malicious applications or third-party websites or for the same channel where it was requested. Always verify the identity of the requester. Exercise caution before clicking on any links you suspect may be spam. If you discover that your account has been compromised, change your password immediately and delete all posts that were sent while the account was still hacked. If you are not able to do so because you are locked out, contact the [Social Media team](#) for help.

TRANSPARENCY

In your role as an official Employer Brand Ambassador, you are not a formal spokesperson for the company. However, you are officially representing the company externally and people may perceive you to be speaking on behalf of the company. You therefore must **disclose your affiliation with Springer Nature or its affiliated companies and ensure transparency** when discussing business-related topics.

This applies to all your activities on LinkedIn, and more generally in all business-related online forums when engaging in public discussions around business. We encourage you to speak with your own voice and let your own personality come to life. In all business-related situations, where you act as part of your official Ambassador role, you should ensure that you represent the values of Springer Nature in all actions and communications. Taking public positions online that are counter to the company's interests might cause conflict. If you are uncertain how to respond in a situation, please seek the advice of the [Social Media team](#) who will support and guide you.

Authenticity is key. Your Ambassador status should be an integral part of your LinkedIn activities, but not all your posts need to be about the company. You are free to choose what to post about and engage with. We may share suggestions for topics or announcements that you could speak about, but we will not pressurise you to share pre-prepared messages. Tell your unique and positive Springer Nature stories by using the official company hashtags *#LifeAtSpringerNature* and *#BePartOfProgress*.

With regard to your online social profiles, keep in mind that **honesty is key**. Your job title and position on your profiles should correspond to your internal functions and titles, which are mentioned either in your contract or in the official organisational chart. You are responsible for keeping your profiles up-to-date and correct. If you leave Springer Nature, we expect you to change them accordingly and to remove the Employer Brand Ambassador role and Springer Nature as your current employer.

FAIRNESS AND RESPECT

When you are posting on social media about Springer Nature, your content should convey the same positive spirit that the company displays in all of its communications. How you conduct yourself in the online social media space not only reflects on you, it also directly reflects on Springer Nature and the company can be perceived as accountable. **Never make maliciously false statements** about the company or its employees, customers, vendors, competitors as per our *Code of Conduct* and the general guidance section of this policy. If any false information or misuse of our brands and trademarks arises, we will reach out to you directly to clarify, just as we do with the media.

Always comply with the company's requirements regarding confidentiality as described in this policy and the company's confidentiality rules.

Treat each other with respect. There can be a fine line between healthy debate and inflammatory rhetoric. Remain professional, respectful and honest when engaging on social media. Ensure that you do not post communications that violate any laws, such as those prohibiting discrimination, harassment, and bullying. Be respectful of all individuals and different cultures. Avoid discussing topics that might be sensitive, political, religious or potentially controversial in nature and disengage from dialogues in a polite manner if your partner becomes offensive. Always take the higher ground.

SUMMARY

| Level of online activities | Professional online activities speaking 'on behalf of' Springer Nature | Personal online activities as an official Employer Brand Ambassador speaking 'about' Springer Nature |
|----------------------------|---|--|
| Your role | Are you managing a company account for Springer Nature? Or are you a company spokesperson or authorised by External Communications to speak on behalf of the company? | Are you an official Employer Brand Ambassador? |
| Responsibility | Follow approval processes for publications and communication | You are responsible for your actions |
| Code of Conduct | Follow our <i>Code of Conduct</i> | Follow our <i>Code of Conduct</i> |

| | | |
|------------------------|---|---|
| Copyright | Observe copyright and give credit to the owners | Observe copyright and give credit to the owners |
| Confidentiality | Take special care when talking about Springer Nature's strategy, products or financial data | Be careful when talking about Springer Nature. Only share publicly available information |
| Transparency | Identify yourself as a representative of Springer Nature | Make it clear that you are affiliated with Springer Nature, and that opinions stated are your own (while bearing in mind that this does not remove public perception that you speak on behalf of the company) |
| Global audience | Keep cultural differences in mind | Keep cultural differences in mind |
| Monitoring | Monitor your relevant social media channels | Monitor your profile and act as an Employer Brand Ambassador |
| Cyber Security | Secure access to your personal and company accounts and enable multi-factor authentication where possible | Secure access to your personal accounts and enable multi-factor authentication where possible |
| Branding | You may use Springer Nature logos or trademarks when authorised to do so by Corporate Affairs | You may use our branded LinkedIn header to highlight your official Ambassador role |

CONTACTS

Sponsor Joyce Lorigan - Group Head of Corporate Affairs

Owner Tina Harseim - Director Social Media

If you have any questions, please do not hesitate to contact the [Social Media team](#).