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Navigating safely
through social
networks.



Our guidelines for social networks

Are you an employee, system partner or delivery driver of DPD Germany? These guidelines will support you in your dealings with social networks and provide you with recommendations on how to protect your own reputation and that of DPD.

Our social media channels at a glance



1. Use social networks with intelligence

We trust that the activities of our employees on social channels during working hours are within reasonable time limits and that their performance at work does not suffer as a result.

2. Always speak for yourself

And above all: in the first person. When posting content related to DPD, make it clear that you represent your own individual opinion. If you set up your own group on a social network, you must make it clear that this is not an official DPD channel.

3. Observe legal regulations

You are not entering a legal vacuum when you use social networks. In general, do not associate DPD with inappropriate content in order to cause damage to the DPD brand or even to yourself. Gross violations of our guidelines can have consequences for employees under employment law.

4. Internal matters must stay internal

Do not post anything that you would not tell any outsider. As a DPD employee you have access to internal data, some of which is sensitive. If you are not sure whether information can be published, ask. Also note that filming or taking photos is not permitted in many areas at DPD.

5. Don't express criticism publicly

Don't speak disparagingly about DPD, partner companies or about competitors and their products. Do not publish comments, pictures or films which damage DPD's image. Professionalism and courtesy in dealing with customers, business partners and all other users are a matter of course.

6. Deal openly with mistakes

People make mistakes. Acknowledging this is professional, makes you likeable and creates trust. If you make mistakes, you should own up to them, make them clear and comment on them. Don't change entries without comment and don't simply delete them. If in doubt, ask your superior or the DPD Social Media team.

7. The Internet does not forget

Check once again that you would sign everything you publish with your own name.

8. Quality rather than quantity

Only write something if it really offers added value to the readers. Write high-quality, error-free articles and only publish pictures, films or links when it makes sense. Only publish material from DPD, DPD partners or employees with the consent of Corporate Communications.

9. Publishing posts means accepting responsibility

You are always personally responsible for expressions of opinion. Any publication could be read by your line manager, colleagues, customers, partners or journalists. Consider the possible consequences. If necessary, respond to direct questions and comments in a timely, polite and factual manner. Respect other opinions. Always be honest and transparent. This builds trust. Also, always remain friendly and treat others as you would like to be treated.