



Policy No.: SM01

Effective Date: 2025

Policy Statement For Social Media

ICON Property Group acknowledges the power of social media in shaping public opinion and brand reputation. This policy applies to both personal use during work hours and official representation of the company online.

Responsible Use of Social Media

Employees may access personal accounts during work hours only if it does not interfere with productivity. Any content that could link back to ICON Holdings must include disclaimers such as “opinions are my own.” Employees may not share company intellectual property or confidential information without authorisation.

Procedure for Representing the Company Online

1. Only authorised employees may manage official corporate accounts.
2. Communications must be respectful, accurate, and in line with company values.
3. Employees must not promise outcomes or make commitments beyond their authority.
4. Negative feedback or criticism should be handled constructively; removal of comments is permitted only when justified.
5. Team leaders and brand ambassadors must maintain professional personal profiles and remove harmful content within twenty-four (24) hours of notification.

Compliance and Misuse

Non-compliance may result in disciplinary action. Examples include neglecting duties due to excessive social media use, posting offensive or defamatory content, or sharing confidential information. In cases where misconduct causes reputational or financial damage, ICON Holdings reserves the right to pursue legal remedies, supported by case law precedents.

- **Requesting Designs:** Requests for social media designs should be made directly to the Social and Digital Media Department. Under No Circumstance are you allowed to design any poster, flyer, marketing material



- **Logo Attachment:** All personal video content edited by the social media team will include the Icon logo. This ensures consistent branding across all our social media channels.
- **Hashtag Use:** Any design work posted by an agent must incorporate the following hashtags: #IconPropertyGroup #Icon #RealEstate #RealEstateAgent. This aids in search optimization and enhances our brand visibility.
- **Brand Consistency:** To maintain brand consistency, all design work requests must be discussed within the marketing department. This will help ensure the design remains true to the Icon brand ethos and identity.
- **Lead Time:** Please note that video editing requests will require a lead time of 5 days due to the high volume of editing requests. This allows our team to ensure high-quality and brand-compliant outputs.
- **Details in Design Requests:** When requesting design work, provide specific details about what needs to be visible on the design (e.g., name, contact numbers, email address, heading, etc.). This will facilitate the creation process and reduce the need for back-and-forth. All graphic designs for social media must be approved by Deralene. This ensures consistent branding across all our social media channels.
- **Marketing Material Mockups:** No Design Mockups should be uploaded onto social media platforms.

1. Facebook Post Format:

Text: Concise and engaging. Include a clear call-to-action (CTA).

Images/Videos: High-resolution. Videos should be 1-2 minutes long.

Links: Always use short, trackable links.

Hashtags: Limit to 3-4 hashtags, including #IconPropertyGroup and relevant topic hashtags.

Orientation:

Images: 1200 x 630 pixels.

Videos: 1080 x 1080 pixels for square, 1200 x 720 pixels for landscape.



2. Instagram Post Format:

Text: Brief and compelling. Include relevant emojis and a clear CTA.

Images/Videos: High-resolution, visually appealing. Videos should be 15-60 seconds long.

Stories: Use engaging visuals and include interactive elements like polls or questions.

Hashtags: Use up to 10-15 relevant hashtags, including #IconPropertyGroup.

Orientation:

Images: 1080 x 1080 pixels (square), 1080 x 1350 pixels (portrait).

Videos: 1080 x 1080 pixels for square, 1080 x 1920 pixels for stories.

3. TikTok Post Format:

Text: Short, catchy captions with relevant hashtags.

Videos: High-energy, engaging content. Videos should be 15-60 seconds long.

Hashtags: Use trending and relevant hashtags, including #IconPropertyGroup.

Orientation:

Videos: 1080 x 1920 pixels (vertical).

This policy is designed to uphold the consistency, quality, and visibility of Icon's brand on social media. Adherence to these guidelines is necessary for maintaining a strong and unified brand presence.

