

# Policy for DS social media profiles: LinkedIn + Facebook posting and reposting of Donau Soja members

December 2024

Our Donau Soja LinkedIn and Facebook pages are great platforms to share stories, celebrate joint achievements and promote sustainable soya production. As a member, we invite you to actively contribute to our channels but ask you to mind a few simple rules laid down in this document with the aim to create equal opportunities for all members.

## 1. Eligibility to request

All registered Donau Soja Organisation members are eligible to request a posting or reposting on the Donau Soja channels.

## 2. Content relevance

Requests should be relevant to Donau Soja's mission, values, and initiatives. Posts should focus on sustainable practices, agricultural innovations, and industry news related to soya and sustainability.

## 3. Submission format

All requests must be submitted through email to [news@donausoja.org](mailto:news@donausoja.org), including:

- A brief description of the content.
- Any links, images, or documents to be included.
- Suggested caption or text for the post – in English
- Company, organisation or employee accounts to be tagged in the posting.

## 4. Review process

Submitted content will be reviewed by the Donau Soja marketing team for alignment with the organisation's goals.

## 5. Frequency limit

Members may submit requests once every quarter to ensure equitable sharing opportunities for all members.

## 6. No general company promotions or advertisements

## 7. Feedback and adjustments

The Donau Soja marketing team may suggest edits to submitted content to better fit the organisation's voice and audience. Members are encouraged to collaborate on revisions.

These rules aim to create a fair, transparent and organised process for sharing valuable content while maintaining the integrity of the Donau Soja Organisation's online presence. Thank you for your collaboration!