



# ADGM Social Media Policy

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## 1. Introduction

The ADGM is an international financial center that consists of the Financial Services Regulatory Authority, Registration Authority and ADGM Courts (each independently an “**Authority**” and together the “**Authorities**”), as well as the ADGM Authority, Board Executive Offices and relevant subsidiaries of the ADGM (collectively with the Authorities referred to as the “**ADGM**”).

ADGM is committed to fostering a positive and professional online presence that upholds ADGM’s integrity, and reflects its values consistently across all social media platforms.

## 2. Purpose

This Social Media Policy (“**Policy**”) has a crucial role in shaping the ADGM’s digital presence and contributes to a professional, secure, and consistent social media environment that reflects ADGM’s values and commitment to excellence.

The purpose of this Policy is to:

- Protect the reputation of ADGM.
- Ensure compliance with legal and regulatory requirements.
- Promote responsible and professional engagement on social media platforms.
- Establish clear guidelines for employees.

## 3. Scope

This Policy applies to all employees of ADGM, as well as contracted staff, outsourced staff, and secondees (“**Personnel**”) and outlines the expectations and guidelines when referring to ADGM through personal social media platforms including but not limited to:

- LinkedIn, X, Facebook, Instagram, YouTube, TikTok, Weibo, WeChat, WhatsApp.
- Corporate websites, blogs, and other content-sharing platforms.

## 4. Representation on Social Media

When posting content on social media, all Personnel should adhere to the following guidelines:

- Always refer to and represent ADGM in a positive and professional manner.
- When referring to ADGM in social media ensure that the post is aligned with ADGM’s strategic direction.
- Protect ADGM’s proprietary information, confidentiality, and intellectual property and never post or reshare confidential information.
- Do not name or tag individuals unless you have their consent to do so, or you are referencing a public speaker in connection with an event they attended or a talk they delivered or reposting an official communication.
- Do not share content that is inappropriate or otherwise violates UAE cultural values or religious sensitivities.
- Use social media in a manner which is compliant with applicable laws and regulations.

Personal commentary added to official ADGM posts must remain aligned with ADGM's strategic direction. The following guidelines should be adhered to:

**🚫 DO NOT:**

- Repost an ADGM announcement and add a conflicting personal opinion (e.g. disagreeing with the content of the post).
- Tag external companies or partners in a way that implies official endorsement or business relationships without approval.

**✓ DO:**

- Demonstrate neutral or positive support (e.g., "Proud to be part of this initiative.") when resharing official ADGM posts.
- Use approved hashtags (e.g. #PathToForward, #ADGM, #ADFW2025).
- Share personal takeaways from ADGM-hosted events, leadership sessions, or training—within professional bounds.

## 5. Logo Use and Brand Assets

Personnel must not use the ADGM logo or any official branding (fonts, colours, templates) on personal or third-party content unless approved, as stated below.

All use of the ADGM logo on event slides and promotional materials of public-facing content must be submitted to the Marketing Team within the Office of Communications and Protocol (the "**Marketing Team**") to review the content and ensure it adheres to ADGM's Brand Guidelines.

Improper use of the logo will be considered a violation of this Policy.

## 6. Content Creation

In addition to the guidelines outlined in section 4 above, Personnel must ensure that any content created, that will be posted or shared on social media platforms for ADGM-related purposes, also adheres to the following guidelines:

**Consistency:** All content should reflect ADGM's official branding and messaging guidelines. If content is created for ADGM's social media, it must align with ADGM's communication objectives and strategies.

**Approval Process:** Before posting or publishing content related to ADGM, it must be submitted for review and approval by the Corporate Communications Team within the Office of Communications and Protocol (the "**Corporate Communications Team**") and Marketing Team. Content or opinions must not be posted on behalf of ADGM unless expressly authorised by the Marketing Team and Corporate Communications Team.

**Tone and Style:** Ensure that the tone is professional, engaging, and appropriate for the target audience, reflecting ADGM's values and vision.

**Accuracy:** All content must be checked. Content that is misleading or false is a violation to this Policy.

## 7. Crisis Management on Social Media

In the event of a social media crisis, which is considered as negative comments or misinformation and coverage that threatens ADGM's brand, reputation or relations with stakeholders publicly, the following steps should be taken and adhered to:

**Immediate Notification:** Personnel should immediately report any potential social media crisis to the Marketing Team.

**DO NOT Engage Publicly:** Personnel should refrain from responding to negative comments, misinformation, or crises online or any requests for comment for publication anywhere.

**Management by Marketing Team:** The Marketing Team will assess the situation and develop a response strategy, in coordination with the Corporate Communications Team following the established process and obtaining necessary approvals as part of that process.

**Monitoring:** The Marketing Team will continuously monitor social media platforms for references to ADGM and engage with relevant internal stakeholders (e.g. compliance, human capital, legal) and external partners to mitigate the social media crisis.

## 8. Ethical Considerations

In addition to the guidelines outlined in section 4 above, Personnel should always act with integrity and professionalism while engaging on social media. Key ethical guidelines that should be adhered to include:

**Respect:** Always maintain respect for the individuals and organisations you interact with on social media to protect the reputation of ADGM. Avoid discriminatory, disparaging, defamatory, or offensive content.

**Confidentiality:** Never share confidential information about ADGM or its stakeholders, including any non-public, sensitive information or other information not publicly released by authorised ADGM channels, on social media.

**Neutrality:** Avoid discussing sensitive topics such as politics, religion, or controversial matters, to ensure ADGM remains neutral and professional in its online presence.

## 9. Prohibited Activities on Social Media

Personnel are prohibited from engaging in the following activities on social media:

- Breaching any ADGM policies or applicable legal requirements.
- Posting discriminatory, disparaging, defamatory, or offensive content or posting content which may damage ADGM reputation
- Engaging in cyberbullying or harassment.
- Posting or sharing confidential ADGM-related information without prior consent.
- Infringing intellectual property rights (e.g. using unlicensed images or music).

## 10. Non-Adherence or Violation

Compliance with this Policy is mandatory. Any Personnel found to be using social media in violation of this Policy, may be subject to corrective and/or disciplinary action.

## 11. Contacts

For further queries or clarification regarding this Policy, please refer to the FAQs, or reach out to the following teams:

In the first instance, contact the ADGM Marketing Team – [marcomms@adgm.com](mailto:marcomms@adgm.com)

For crisis communication related matters, contact the ADGM Corporate Communications Team – [media@adgm.com](mailto:media@adgm.com)

## 12. Policy Review and Updates

This Policy shall be reviewed regularly by the Office of Communications & Protocol and updated as necessary to reflect changes in regulations, technology, or ADGM's social media strategy. This Policy is to be endorsed and approved in line with ADGM's Delegation of Authority Matrix.