

inMOLA

Social Media Management Guidelines

Principles, risk management and crisis response for inMOLA's brand and people on social networks

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A Message from Our Founder

Dear colleagues and partners,

inMOLA exists to help brands understand what is being said about them, and to decide what to do next. Social networks are where much of that conversation happens. They are also where our own brand is built, tested and, sometimes, challenged.

A young company has a particular advantage on social media: we can be fast, close to our audience and genuinely human. We also carry a particular risk: one careless post, one unanswered complaint or one fake account can shape how the market sees us before we have the chance to introduce ourselves properly.

These guidelines set out how we show up on social media as a company and as individuals, how we spot risks early, and how we act calmly and quickly when something goes wrong. They draw on international good practice, adapted to the size, pace and B2B technology focus of inMOLA.

Like our product, this is a living document. I ask everyone who speaks for inMOLA, or about inMOLA, to read it, use it and help us improve it.

With my best regards,

Erkan Terzi

Founder & CEO, inMOLA

inMOLA's Communication Approach

inMOLA is a marketing decision intelligence company. We help brands move from “what happened” to “what should we do”. Our communication should reflect the same discipline: grounded in data, clear in its message, respectful of its audience and honest about what we know and what we do not.

A. Our approach to social media

Two things underpin inMOLA's competitive strength: the **trust** that clients place in our scores and recommendations, and the **credibility** of the people who built them. Everything we publish on social media either adds to that trust or takes away from it.

We use an inclusive, constructive and evidence-based voice. We share not only problems in marketing but the solutions we and our clients develop. We speak to marketers, executives, founders and partners in a way that is expert without being exclusive.

The most important rules of our reputation management

- Acting with integrity at all times, in line with inMOLA's ethics and compliance policies
- Holding ourselves to the best international practice, not just local norms
- Reading the spirit of the time and adding new values to our culture as the world changes
- A sincere, consistent and data-honest tone in everything we say

Why are we on social media?

- Because we aim to be a pioneer and innovator in marketing intelligence
- To build the awareness and reputation of the inMOLA brand and products
- Because the dialogue with clients, prospects and partners continues online
- To develop and deepen our relationships across markets
- To stay current, and to show our expertise in real time
- To shape the agenda on marketing, AI and decision-making when it matters
- To listen to the conversation about us, our clients and our industry
- To inform our stakeholders accurately and on time — our own channels are the most reliable source about inMOLA

These guidelines apply to everyone who manages inMOLA accounts, to all inMOLA team members in their personal use of social media where inMOLA is concerned, and to the agencies, freelancers, partners and resellers who communicate on our behalf.

B. Our brand values

Value	What it means on social media
Decisiveness	We don't just report; we recommend. Our content helps people decide what to do next.
Expertise with a name	Our intelligence is built on named, accountable experience — not anonymous data. We put real people and real reasoning behind what we say.
Data honesty	We never overstate a number, a result or a capability. If we are not sure, we say so.
Openness	We listen, answer and learn in public. Criticism is information.
Partnership	Our clients' success is our story. We celebrate it with their permission and on their terms.

We also integrate the values our era demands into our culture and our voice: digital transformation, responsible AI, diversity and inclusion, equal opportunity, data protection and sustainability.

Our Social Media Principles

We listen.

The first step of communication is listening. We value suggestions and feedback, and believe that the more open we are to learning, the better we become.

We respect.

We are respectful and constructive in our relationships. We uphold human rights, gender equality and the fundamental values of democracy. We comply with copyright, personal data protection law (KVKK, GDPR) and ethical rules.

We believe in freedom of expression.

We welcome every expression that does not violate our values, our reputation or our legal rights — including criticism of inMOLA.

We act with social responsibility.

We take every step with awareness of our responsibility to society, and act with regard to the values and expectations of the communities we serve.

We protect our culture.

The culture we follow in conventional communication applies equally on digital channels. We treat it as a guide in every decision we make.

We share accurate information and protect confidential data.

Apart from official statements, we do not share unverified information. We make sure that only public information appears in our visuals and content — no client names, dashboards, scores or data without written permission. We encourage colleagues to keep their personal information private.

inMOLA Social Media Accounts

All corporate communication on social media is carried out in line with these principles and coordinated with the inMOLA marketing and communication team. Teams managing inMOLA and product accounts (Core, Pulse and future products) follow the principles below.

The account manager...

Principle	In practice
Is informed.	Follows trends, platform changes and the marketing-technology agenda continuously.
Listens.	Monitors what is said about inMOLA, our products, our people and our clients — using inMOLA's own social listening (Brand Sentinel+) alongside platform tools — and reports to the relevant teams daily, and immediately in a crisis.
Prioritises security.	Applies security protocols; never reuses passwords across accounts; never shares credentials with anyone, including platform representatives; enables two-factor authentication; uses a password manager; removes access immediately when people or agencies leave.
Plans.	Before opening a new channel, assesses brand risks and prepares risk and crisis guidelines for it. Works to clear objectives and KPIs.
Tells stories and adds value.	Makes sure every piece of content carries the inMOLA story — decisions, not just data. Produces content that is worth sharing.
Keeps content sustainable.	Aims for long-term dialogue and relationships; uses opportunities to create earned content.
Is open to dialogue.	Listens before joining a conversation. Prefers the right conversation at the right time over every conversation.

Social media is no longer free

Social media can no longer be managed with free tools alone. Always balance **earned, owned and paid** content. Media investment aligned with your strategy — particularly on LinkedIn for B2B audiences — lets you reach more of the right people.

Account ownership and access

- All inMOLA accounts are registered to company-controlled email addresses, never personal ones
- An up-to-date register of every account, its admins and its recovery details is kept by the marketing team

- Agencies receive role-based access (e.g. LinkedIn Page admin roles, Meta Business Suite), never the master password
- Access is reviewed every quarter and revoked on the day someone leaves

Personal Social Media Accounts

We know personal accounts are personal spaces, and we respect everyone's choices. At the same time, discrimination and disrespect based on race, gender, colour, nationality, religion, age, disability, sexual orientation or political opinion are never acceptable. Social media is permanent and shareable by nature: not only posts, but likes, comments and reposts form our digital footprint.

When you post about inMOLA

- Make it clear when you are speaking personally — e.g. “views are my own”
- Disclose that you work at inMOLA when you recommend or discuss our products
- Do not share confidential information: roadmaps, pricing not yet published, client names, client data, internal screenshots, investor discussions
- Do not comment on competitors in a disparaging way
- Do not answer press or crisis-related questions — refer them to the communication team
- During a crisis, wait for the official inMOLA statement. Resharing it on personal accounts is welcome and carries no risk

Employee advocacy

We encourage colleagues to share inMOLA content, insights and milestones on LinkedIn and other networks. Your voice is often more trusted than the company's. The communication team provides ready-to-share content; you are always free to add your own perspective.

Our people = our eyes and ears online

If you see content on social media about inMOLA, our products or our people that may carry reputational risk, forward it immediately to the communication team. It does not have to be negative — if you see something positive, let us know so we can thank the person.

Misinformation, Bots and AI-Generated Content

Studies show that false news spreads faster on social platforms than accurate news.

Misinformation is part of a wider ecosystem of incomplete or inaccurate information: some stories show only part of the truth, some rely on unverified sources, and some use verified facts in deliberately provocative language.

Platforms are working to detect bot accounts and give users tools to report false content, while independent fact-checking organisations play an important role. Generative AI has added a new layer: synthetic images, cloned voices, deepfake videos and AI-written posts that can impersonate a person or a brand convincingly.

- Treat surprising claims about inMOLA, a client or a competitor with caution until verified
- Check whether a wave of comments comes from real or coordinated/bot accounts before responding
- Never share AI-generated content that depicts real people without their consent and clear labelling
- Label AI-generated visuals in inMOLA content where platform rules or good practice require it
- Monitor how AI answer engines (ChatGPT, Claude, Gemini, Perplexity and others) describe inMOLA; inaccurate answers are a reputational risk too

For all these reasons, strengthening our own social media accounts and digital channels — the most reliable source about inMOLA — matters more than ever.

Brand and Reputation Management on Social Networks

What separates social media from conventional channels is that it is a platform for **two-way communication**. Customers who can make their voice heard no longer want one-way messages; they want to be part of an ongoing dialogue. As a growing company reaching wider audiences, we listen to our customers and keep their satisfaction high.

Reputation management on social networks

Pillar	What it involves
Correct brand management	Strengthening reputation through consistent, on-brand presence
Balanced paid–earned strategy	Combining organic, earned and paid reach deliberately
Open, close communication	Dialogue that minimises errors and misunderstandings
Accurate, valuable content	Content that is true, useful and worth sharing
Strong decision mechanisms	Clear roles, approvals and escalation in every situation
Monitoring and reporting	Tracking, analysing and strategically managing social media
Risk management	Identifying and acting on risks before they become crises

Brand management on social networks

Foundations & research	Planning	Execution	Measurement & optimisation
Brand values*	Social media strategy	Internal communication	Where did we succeed?
Objectives	Online reputation strategy	Social CRM	Where did we fall short?
Company culture	Content strategy	Dialogue management	What new opportunities are there?
Corporate identity	Spokesperson guidance	Crisis management	What did we learn?
Language and tone	Campaign / project management	Media planning	
Purpose	Marketing strategy		

* The gap between our brand values and the public's perception of the brand signals risk. The way to close it is to continuously compare reputation research and listening data with our intended brand values — exactly the kind of analysis inMOLA performs for its clients.

Risk Management

Even carefully run processes can falter, and aiming to keep all communication under control is unrealistic. When a crisis arises on social media, every decision affects the inMOLA brand, our products and — potentially — our clients and partners. The communication team therefore coordinates all such decisions with management.

From a communicator's point of view, **risk** is the gap between how our brand is perceived and where we want it to be.

Definitions

Emergency: An event that poses a risk to people, operations, products, data or the environment, with the potential to affect our team, clients, partners or society. Not every emergency is a crisis, but every negative situation that escapes our control can become one.

Situations with crisis potential: Events or periods that create uncertainty or danger for inMOLA, and may harm our health and safety, assets, data, operations or reputation if not managed.

What does risk look like for inMOLA?

- **Data and security:** a data breach, a leaked client dashboard, a hacked account
- **Product accuracy:** a public claim that an inMOLA Score, ranking or recommendation is wrong or unfair
- **Client confidentiality:** a client's name, data or results shared without permission
- **AI outputs:** a biased, inaccurate or offensive AI-generated recommendation or post
- **Competitor comparisons:** a comparison page or post that a competitor disputes
- **Service disruption:** outages of app.inmola.com, payment problems, delayed reports
- **People:** an inappropriate post by a team member, spokesperson or partner
- **Impersonation:** fake accounts, phishing pages or deepfakes using the inMOLA name or its founder

National mourning and disasters

During national mourning and natural disasters, inMOLA pauses all scheduled social media posts and paid campaigns and, where appropriate, switches its logo to a muted version. Any public statement is approved by the Founder & CEO before publication.

Risk analysis flow

Step	Action
1	Define the strategy and the context (campaign, product, period)

Step	Action
2	Carry out the risk analysis (see Appendix 2)
3	Put controls in place (approvals, monitoring, response templates)
4	Prepare the situation analysis
5	Is the risk level acceptable? Yes → monitor and report. No → inform management
6	Prepare an improvement plan and strategy, then apply the plan
7	Is the risk level now acceptable? Yes → monitor and report. No → return to step 6 and escalate (see risk matrix)

Risk level matrix

The matrix shows how to act depending on the likelihood of content turning into a crisis and its impact if it does. Stars indicate crisis potential; five stars is the highest level. Levels of two stars and above may exceed the acceptable threshold.

Likelihood ↓ / Impact →	Low impact	Medium impact	High impact
High	★★★ Inform team lead. Assess potential harm. Monitor continuously. Prepare an action plan and share with management.	★★★★ Assess potential harm. Inform the CEO. Monitor continuously; update status hourly. Consult agencies/legal. Prepare an action plan; decide jointly.	★★★★★ Assess potential harm. Inform the CEO. Hourly status reports. Consult agencies/legal. Convene a crisis meeting; act on a joint decision.
Medium	★★ Inform team lead. Monitor continuously. Start status reports every two hours.	★★★ Inform team lead. Assess potential harm. Monitor continuously. Prepare an action plan and share with management.	★★★★ Assess potential harm. Inform the CEO. Hourly status reports. Consult agencies/legal. Prepare an action plan; decide jointly.
Low	★ Route the content to the relevant team (support, product, sales) to resolve.	★★ Inform team lead. Monitor continuously. Start status reports every two hours.	★★★ Inform team lead. Assess potential harm. Monitor continuously. Prepare an action plan and share with management.

Stars	Level	Colour code
★	Level 1	Yellow

Stars	Level	Colour code
★★	Level 2	Yellow–Orange
★★★	Level 3	Orange
★★★★	Level 4	Orange–Red
★★★★★	Level 5	Red

Social media is live 24/7. Real-time monitoring lets us spot a risky issue before it grows and intervene early. In any risk situation, manual checks across all platforms should complement automated monitoring.

Crisis Management

In a crisis we stay true to inMOLA's communication approach. Who writes or publishes what, in which situation and on which channel is decided collectively, within the crisis management flow.

Our priority

In managing a crisis, protecting the trust placed in inMOLA — by clients, partners, investors and our team — comes first.

Being prepared for uncontrolled events, comments, fast-spreading claims and posts is the single biggest advantage in preventing a crisis, stopping it from growing and sometimes turning it into an opportunity. *Who* shares a claim matters as much as *what* it says. Teams must act quickly against claims spread by bot accounts designed to influence opinion.

Crisis roles

Role	Responsibility
Social Media Lead	Detects and grades the issue, monitors, drafts responses, executes approved actions
Head of Marketing & Communication	Owens the crisis response, coordinates teams and agencies, approves Level 1–2 actions
Product / Engineering Lead	Confirms facts on product, data, security and outages; provides technical answers
Legal Counsel	Reviews statements, data-protection (KVKK/GDPR) and contractual implications
Founder & CEO	Approves Level 3–5 actions and all public statements; acts as primary spokesperson

Crisis decision flow

Step	Action
1	Content with crisis potential is identified
2	The crisis is graded; relevant teams are informed
3	Internal fact-finding is completed (product, data, legal)
4	Recommendations and an action decision are prepared
5	The internal escalation mechanism is triggered according to the level (below)
6	Is the action approved? Yes → act. No → revise the recommendations and return to step 4

Step	Action
7	A final status check is carried out and reports are collected. Has the situation changed? Yes → return to step 2. No → continue monitoring

Escalation order by level

Level	Who is informed, in order	Approval for action
1–2 (Yellow–Orange)	Social Media Lead → Head of Marketing & Communication	Head of Marketing & Communication
3–4 (Orange–Red)	+ Product/Engineering Lead → Legal Counsel → Founder & CEO	Founder & CEO
5 (Red)	+ Board of Directors and, where relevant, affected clients and partners	Founder & CEO, with Board informed

Important

At Levels 3, 4 and 5, scheduled social media communication and paid campaigns are paused gradually, and the Founder & CEO is informed for approval of the action plan.

Categorising crises by nature

Level	Colour	Characteristics
1–2	Yellow – Orange	No direct harm to corporate image • General complaints or service hiccups • Solution is known • Not caused by an inMOLA error
3–4	Orange – Red	Possible direct harm to corporate image • Potential to damage financial value or client relationships • May not be our error • Solvable, but not with a standard template
5	Red	Direct damage to corporate image • Damage to financial value, clients or data • Hard or impossible to resolve

Grading Crises: Measurement Criteria

Every crisis must be examined on its own dynamics. The visuals used, the wording and tone, the speed of spread, the content itself and the profile of who shared it all matter. Numerical thresholds are useful guides, but grading on reach alone is not enough.

The thresholds below are **indicative values calibrated for a B2B technology company of inMOLA's current scale**. Review and recalibrate them every six months, as the audience and follower base grow.

Qualitative criteria (apply to every channel)

Follower count and profile of the account sharing the content • Whether the sharer is a journalist, analyst, opinion leader or client • Comments and their tone • Shares, reposts and quotes • Reach and engagement • Number of channels the content appears on • Whether it concerns only inMOLA or the whole sector • The national agenda at the time

LinkedIn

LinkedIn is inMOLA's most important channel: our buyers, partners and investors are here, and a single post by a respected marketer or executive can shape perception quickly.

Engagement on a single post (reactions + comments + reposts)

Range	Level	Spread
0–150	Level 1	Low
150–400	Level 2	Low–medium
400–1,000	Level 3	Medium
1,000–3,000	Level 4	High
3,000+	Level 5	Very high

Content shared by a C-level executive, analyst or client of inMOLA is graded at least one level higher.

X (formerly Twitter)

Total engagement (likes, reposts, quotes and replies)

Range	Level	Spread
0–500	Level 1	Low
500–1,500	Level 2	Low–medium
1,500–5,000	Level 3	Medium
5,000–15,000	Level 4	High
15,000+	Level 5	Very high

Unique posts under a topic hashtag (24 hours)

Range	Level	Spread
0–100	Level 1	Low
100–300	Level 2	Low–medium
300–1,000	Level 3	Medium
1,000–3,000	Level 4	High
3,000+	Level 5	Very high

X audiences are particularly sensitive to negative brand topics. Live audio (Spaces) cannot be monitored directly, but posts that follow them can.

Instagram, Facebook and Threads**Total engagement (likes, comments, shares)**

Range	Level	Spread
0–500	Level 1	Low
500–1,500	Level 2	Low–medium
1,500–4,000	Level 3	Medium
4,000–10,000	Level 4	High
10,000+	Level 5	Very high

Stories and Reels must be followed manually; during a crisis, track the Stories of high-influence accounts covering the topic.

TikTok, YouTube and video platforms**Views**

Range	Level	Spread
0–10,000	Level 1	Low
10,000–50,000	Level 2	Low–medium
50,000–150,000	Level 3	Medium
150,000–400,000	Level 4	High
400,000+	Level 5	Very high

Also consider the channel, upload frequency, where the video is embedded, the number and tone of comments and how many channels have republished it. TikTok content may not be visible to monitoring tools; follow relevant accounts manually once content is detected.

Web: news sites, blogs, forums and review platforms

News sites, blogs, Reddit, Ekşi Sözlük, Medium, G2, Capterra, Product Hunt and petition sites cannot be graded on views alone — which site, where on the site, and the speed of spread all matter. The values below give a sense of spread.

Spread indicators

Indicator	Level	Spread
1 thread or article on a low-authority site	Level 1–2	Low–medium
Threads on 3+ sites, or 1 on a high-authority site	Level 3–4	Medium–high
Threads on 5+ sites, or coverage by a major news outlet	Level 5	Very high

Use domain authority (e.g. Moz DA, Ahrefs DR, Semrush Authority Score) to judge site strength. Count only threads opened within the same 24 hours. A negative review on G2, Capterra or Product Hunt is answered within one business day.

WhatsApp, Telegram and closed communities

Claims that surface in messaging apps or private Slack/Discord communities cannot be measured, but are likely to appear on news sites or social platforms. Track those reflections and analyse them under this procedure. Depending on the nature of the claim, act under the crisis guidelines even if it does not spread further.

AI answer engines

Answers from ChatGPT, Claude, Gemini, Perplexity, Grok and similar tools increasingly shape what buyers believe about a company. Inaccurate or outdated answers about inMOLA are monitored through inMOLA's AI Visibility module and treated as a Level 1–2 issue unless they make a damaging claim, in which case they are graded like any other content.

Fake Accounts Impersonating People or the Company

inMOLA does not tolerate social media accounts that impersonate the company, its products, its founder or its spokespeople. When such an account is identified:

- Capture evidence (screenshots, URLs, dates) before reporting
- Report it through the platform's impersonation or trademark form, and follow up until it is removed
- Warn followers from official accounts if the fake account is actively contacting people
- Involve legal counsel where needed — inMOLA's trademark registration supports takedown requests
- Watch for phishing pages, fake login screens and fake job offers using the inMOLA name

Collaborations and influencers

Before working with any influencer, creator, podcast host or brand ambassador, carry out a due-diligence check: past content, audience authenticity, values alignment, conflicts of interest (including competitor ties) and disclosure practice. All paid or gifted collaborations must be clearly disclosed in line with platform rules and advertising regulations (e.g. Turkish Advertising Board guidance on influencer marketing).

Appendix 1: Social Media Communication Assessment

For content to be published, it must fit inMOLA's values and corporate identity. The national and global agenda must also be reviewed to decide whether to proceed or postpone. If any question below scores low, improve that area before publishing.

Score each question (**Yes = 2, Partly = 1, No = 0**) and add up the total. Is your project, campaign, strategy, idea or content...

#	Question	Yes (2)	Partly (1)	No (0)
1	aligned with the overall communication strategy?	☐	☐	☐
2	appropriate to the brand identity and the social network used?	☐	☐	☐
3	structured to create value and be shared?	☐	☐	☐
4	clear on priorities, tasks and approvals?	☐	☐	☐
5	integrated across channels?	☐	☐	☐
6	using the power of listening and monitoring?	☐	☐	☐
7	built on insights from research and data?	☐	☐	☐
8	using new technologies, formats or platform features?	☐	☐	☐
9	tied to defined KPIs?	☐	☐	☐
10	differentiated, based on competitive analysis?	☐	☐	☐
11	able to use real-time marketing opportunities?	☐	☐	☐
12	supported by a real-time monitoring system?	☐	☐	☐

Score	Assessment
24–19	Strong communication
18–12	Communication open to improvement
11–0	Communication that needs to be reworked

Appendix 2: Social Media Risk Analysis Action Steps

In line with the crisis levels and measurement criteria, check whether:

Risk analysis

Check	Yes	No	Notes
The channel(s) where the content appears have been identified	☐	☐	
Who started and who is spreading the content has been identified	☐	☐	
There are opinion leaders, journalists, analysts or clients among those who started it	☐	☐	
There are opinion leaders, journalists, analysts or clients among those spreading it	☐	☐	
It has been established whether the issue concerns inMOLA only or the whole sector	☐	☐	
The potential for further spread has been analysed	☐	☐	
The national and industry agenda at the time has been assessed	☐	☐	
The profile of the affected audience has been mapped	☐	☐	
It has been checked whether bots or coordinated accounts are involved	☐	☐	

Appendix 3: Crisis Management Checklist

Crisis management process

Check	Yes	No	Notes
The crisis has been categorised (level and colour code)	☐	☐	
The crisis team has been convened	☐	☐	
The situation has been analysed and the escalation mechanism triggered	☐	☐	
Reporting frequency, format and monitoring keywords have been set	☐	☐	
Scheduled posts and paid campaigns have been reviewed or paused	☐	☐	
Possible opportunities have been analysed	☐	☐	
Recommendations have been shared	☐	☐	
Crisis communication channels have been identified	☐	☐	
Target audiences (clients, partners, team, investors, press) have been identified	☐	☐	
Strategy and tactics have been set	☐	☐	
Messages and information to be shared have been approved	☐	☐	
Q&A for spokespeople and support teams has been prepared	☐	☐	
A post-crisis review has been scheduled	☐	☐	

Contact

For any question about social media at inMOLA:

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