

Prepared By: HCRD	SOCIAL MEDIA	Date: 1 March 2020	
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Approval By: QA & MR		Doc No : WI-CORPCOMM/SM/012.13/00/13	Page: 01 of 02
WORKING INSTRUCTION			
1. Objective To monitor LSPR social media To manage LSPR social media work flow			
2. Person In Charge Social Media Strategist			
3. Phase of Process Department in charge manage and monitor the social media and report to CRD			
No	Description and Phase of Process	PIC	Document
1.	Information Gathering by Social Media Strategist of each social media	Social Media Strategist	- Report to the HCRD
2.	Social Media Strategist create a social media schedule and select the wording/ photo/ video/ etc for updates and report to HCRD	Social Media Strategist	- Scheduling - Wording - Photo Selection - Video - Report/ email/ intercom
3.	HCRD check the wording/ photo/ video/ etc for updates	Social Media Strategist	- Wording - Photo - Video - Report/ email/ intercom
4.	After receiving the approval from HCRD, Social Media Strategist can implement the updates	Social Media Startegist	- Wording - Photo - Video - Report/ email/ intercom
5.	Social Media Strategist monitor the social media daily and report to HCRD	Social Media Strategist	Monitoring the engagement of social media (comment, message, complaint, value and reputation)
6.	If there any complaints/ negative feedback, the Social Media Strategist should report directly to HCRD and will discuss with CRD Team for the solution	Social Media Strategist CRD HCRD	Complaint Log Book, Issues Log Book

7.	Social Media Strategist will refer to SOP Complaint Handling for the solution	Social Media Strategist CRD HCRD	SOP Complaint Handling
8.	Social Media Strategist will file the evidence and solution taken	Social Media Strategist	<ul style="list-style-type: none"> - Wording - Photo - Video - Report/ email/ intercom