



Content Creator Rules for Teams in JOBka BackOffice

Content creators are all team leaders, HRBPs, and, if applicable, communication administrators who have been nominated for this role by the head of the respective department (e.g., Assistants) and, after approval by the manager, have been assigned this role by the HRIS department.

Content creators can use the web administration of the JOBka application, the so-called JOBka BackOffice at app.jobka.cz, to create announcements and surveys only for their subordinates across the entire depth of the organizational structure. They can set up their communication groups in the Group Manager tool.

Content creators for teams in JOBka BackOffice are responsible for following the rules for posting information to ensure the relevance, accuracy, and appropriateness of content in accordance with the company's internal regulations, particularly the Internal Communication Directive (ZGOO-0521-Internal communication), the company's Code of Ethics, and GDPR rules.

Rules by Modules:

1. MY TEAM – Team Messages

This module is used to share company-related information of an operational nature.

Examples of acceptable content:

- Company and operational information and news relevant to the team.
- Invitations to company events, team parties, training sessions, or other events.
- Employee-related updates.
- Education, development, and inspiration.
- Motivational and positive messages for employees (e.g., company achievements, employee recognition).

What must not be posted:

- Personal employee data without their consent, which can be documented and meets the requirements of legally valid consent.
- Content unrelated to work or the company environment.
- Unverified or misleading information.
- Discriminatory, offensive, or otherwise inappropriate content not in accordance with the company's Code of Ethics.

2. MY TEAM – Team Surveys

This module is used to gather employees' opinions on the work environment, rules, satisfaction, and other internal company topics.

Examples of acceptable content:

- Work-related questions and surveys focused on employee satisfaction, improving the work environment, and collecting feedback.
- Surveys regarding employee preferences (e.g., shift sign-ups, selection of dates for team events).
- Short surveys related to work processes and efficiency.

What must not be posted:

- Questions containing personal or sensitive data or asking about such data.
- Surveys that may discriminate against or disadvantage employees.
- Questions related to political or religious opinions.
- Misleading or manipulative questions.