

ASHK CAREER CONNECT (PILOT 2026)

Social Media Guidelines

For Advisors and Participants who wish to share their experience online.

THE PRINCIPLE

Sharing is welcome. The only rule that matters is this: both parties must agree before anyone posts. Everything beyond that is a matter of good judgment and professional courtesy; this is not a strict rulebook.

THE ONE HARD RULE — MUTUAL AGREEMENT

Before posting anything that references or implies the session, the person posting must first check with the other party and receive explicit agreement. A simple WhatsApp message asking, "I was thinking of posting something, are you okay with that?" is enough.

If agreement cannot be reached, **the post should not go up**. If a dispute arises after a post is published, the post should be taken down promptly, without argument.

WHAT IS FINE TO POST — WITH AGREEMENT

Once both parties agree, the following types of posts are always appropriate:

- A thank-you note to your advisor or participant, which is always welcome and encouraged
- A general impression: "Had a really useful career conversation today through ASHK Career Connect"
- An endorsement of the programme: "Highly recommend ASHK Career Connect to any young actuary thinking about their next move"
- A generic professional reflection not tied to specific session content: "Reminded today that asking the right question matters more than having the right answer"
- Tagging ASHK or the programme if you're promoting it to others

WHAT TO AVOID — EVEN WITH AGREEMENT

These are not prohibited, but they risk crossing the spirit of confidentiality and professionalism:

- Quoting or paraphrasing specific advice given during the session. Keep it general
- Identifying the other person by name, role, or company without their explicit consent to be named
- Describing the content of the conversation in detail. What was shared stays in the room
- Anything that could embarrass, misrepresent, or put pressure on the other party
- Posts that could imply the session was a job referral, recruitment, or commercial interaction

PRACTICAL EXAMPLES

| Fine to post (with agreement) | vs | Avoid |
|--|----|--|
| "Had a great career chat today — so grateful for the ASHK Career Connect initiative" | | "My advisor told me I should quit my role and move to consulting — here's why" |
| "Huge thanks to my advisor today. Incredibly generous with their time and experience." | | "Had coffee with [Name] from [Company] today via ASHK Career Connect — great guy" |
| "Reminded today that career direction is a process, not a single decision. Highly recommend this programme." | | "We talked about whether to stay in HK or move abroad for exams — really interesting conversation" |
| "If you're an actuary in HK wondering what's next, look into ASHK Career Connect. Worth it." | | "My advisor thinks the pricing market in HK is slowing — fascinating perspective" |

IF THERE IS A DISPUTE

Take the post down first, discuss second. The goal of this programme is trust. No post is worth damaging that. If needed, contact ASHK as a neutral party to help resolve the situation.