

Company Social Media Policy - Rules of the Road:

In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the Internet as an identifiable employee of Company.

- **Be respectful and tolerant**
 - Maintain the privacy of others
 - You should refrain from sharing personal information (including photographs) of coworkers unless you have express written consent to do so
 - Private information should remain private
 - Promptly clarify statements that are misinterpreted. Even well-thought-out statements can create confusion. It's recommended that you review your posts for other posted comments or responses
 - In the event that people have misinterpreted your comments or taken them out of context, clarify them immediately
- **Be accurate and transparent**
 - Whether or not you are speaking on behalf Company, you may still be seen as a representative to the general public and should act accordingly
 - If you make comments on Company, or on the industry, disclose your name and the fact that you are an employee of ours. This is not only the ethical thing to do, but it prevents others from claiming that an employee was trying to hide our affiliation
 - Using aliases or pseudonyms to comment on industry-related topics is considered grounds for discipline. Honesty and transparency are crucial to maintaining our credibility
 - If applicable, fact check all comments to ensure that they are accurate and based in fact before posting them on any site
- **Sharing content**
 - Unless given permission by Management, you are not authorized to speak on behalf of the company, or to represent that you do so. All content you intend to post needs to be approved by Management or Marketing
 - This includes commentary or sharing links or posts from Company pages and social media posts on LinkedIn, Facebook, YouTube, etc.
 - While we do encourage you to participate in sharing on the internet, when reposting Company posts, keep your comments along the lines of “Did you see this?”, “New from our company, Company”, etc.
- **Logo and image usage**
 - Company logos and trademarks may not be used without explicit permission from Management or Marketing. This is to prevent the appearance that you speak for or represent the company officially

- **Clients and our business are confidential**
 - Don't post about clients or potential clients without explicit permission from your client and Management or Marketing. Our client relationships matter more than anything and we must protect their business
 - We highly encourage collecting of testimonials, quotes, data and case studies from our happy clients. For obtaining permission from your clients to use their information on our website and in our marketing materials, please use the permission request form located in (Intranet location).
- **Media requests and company statements**
 - Recognize that Media requests about our company and our current and potential products, employees, partners, customers, and competitors should be referred to Management or Marketing
- **Respect copyright and trademark laws**
 - You need to properly cite material in postings and provide links to original sources when possible. You must have express permission of Management, or any company or organization, before using its trademarks or copyrighted materials on any blog or social media site
 - If in doubt, leave it out
 - Do not reveal confidential information. You need to take precautions not to disclose our proprietary or confidential information online. Even seemingly innocuous tweets can disclose proprietary information
- **Legal Ramifications**
 - You are legally liable for anything you write or present online
 - You may be subject to discipline for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment
 - You could also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment

While many of these policies are common sense, our goal is to keep all social media messaging on brand and consistent with our overall message. With these guidelines in mind, please help us spread the good word!