

Social Media Business Use Guidelines

Overview

Participating in blogs and other social media outlets and contributing to relevant online communities can be a terrific way to expand and elevate [EMPLOYER NAME]'s business presence and your status as an expert in our field. [[EMPLOYER NAME]] has determined that you possess the necessary professionalism and industry knowledge and experience to act as our "representative" in the social media arena, subject to the terms of these guidelines./If your job duties require you to speak on behalf of [EMPLOYER NAME] in a social media environment, you must still seek approval for such communication from [your manager/[DEPARTMENT NAME] Department], who [may/will] require that you attend training before you are permitted to participate in social media on behalf of [EMPLOYER NAME]. You also must follow these guidelines.]

The following are guidelines to assist you in putting your best foot forward online, which will reflect well on all of us.

These guidelines apply when you are using social media as part of [EMPLOYER NAME]'s strategic marketing, public relations, corporate communications, shareholder relations, or recruiting programs. Remember that if you are not a member of the [DEPARTMENT NAME] Department, and you are contacted for comment about [EMPLOYER NAME] for publication, including publication in any social media outlet, direct the inquiry to the [DEPARTMENT NAME] Department and do not respond without approval.

All use of social media by employees, whether for business or personal activities, is subject to [EMPLOYER NAME]'s social media policies, rules, and contractual obligations, set forth in these guidelines and:

- [APPLICABLE POLICIES AND AGREEMENTS].

Blogs and other social media offer exciting and innovative ways for [EMPLOYER NAME]'s business to thrive. You are an important member of our team and play a crucial role in enhancing our public profile. If you have any questions about social media, these guidelines, or [EMPLOYER NAME]'s expectations, please contact [[NAME]/[DEPARTMENT NAME] Department].

Speak Knowledgeably. You are an industry leader in your area of expertise. Make sure that your online postings and communications reflect this expertise, and that you speak only about what you know. Before posting content, take the time to review the context and what others have said, to be sure you are contributing in a meaningful way. Consider linking to fellow [EMPLOYER NAME] postings to build on and maximize our overall presence and leadership online.

Be Transparent. When promoting our [products/services/websites] on social media platforms, identify yourself as an employee of [EMPLOYER NAME] clearly and conspicuously. For guidance on how to make these clear and conspicuous disclosures, see [NAME OF SOCIAL MEDIA ENDORSEMENT POLICY].

Be Interesting and Interactive. Write in the first person and, to the extent you feel comfortable, share some information about yourself that others would find interesting to increase the appeal of your postings. If you are posting about [EMPLOYER NAME], identify your affiliation with

[EMPLOYER NAME] and your role. Create excitement about the work you are doing and invite a dialogue to learn from others doing similar or related things.

Add Value. Consider the value of your contribution before you post. If what you are posting assists others in the community, including your peers or our customers, or solves a problem, you are adding value. Similarly, if your contribution enhances the sense of community surrounding [EMPLOYER NAME] or improves the image of [EMPLOYER NAME] and our products or services, it is adding value.

Respond to Your Mistakes Quickly. If you post something in error, respond quickly to correct it. Your credibility is judged by your accuracy and your willingness to recognize and fix your mistakes. If you modify a prior online post, be up front about doing so.

Don't Be Argumentative. If you choose to disagree with fellow online commentators, do so respectfully and factually. If you speak negatively about a competitor's business in any way, do not disparage the competitor beyond stating the facts to make your point. Engaging in arguments and inflammatory debates can tarnish your credibility and reputation, and by association, that of [EMPLOYER NAME]. Be respectful to all others in the online community.

Be Respectful. Never post anything that might be offensive to others, such as sexual comments or racial slurs. Remember that talk of religion or politics can also easily offend others.

Comply With Our Policies. If your post would violate any of [EMPLOYER NAME]'s policies in another forum, it will also violate them in an online forum. Do not use social media to disclose confidential or proprietary [EMPLOYER NAME] information, harass or discriminate against fellow employees, defame[or disparage] [EMPLOYER NAME] or fellow employees, or violate any other [EMPLOYER NAME] policy. You must also not use social media in a false or misleading way, for example, by claiming to be someone other than yourself or by creating an artificial "buzz" around [EMPLOYER NAME]'s business, products, or stock.

Protect Customers, Suppliers, Business Associates, and Investors. Do not cite or refer to our customers, vendors, business associates, or investors, identify them by name, or reveal any confidential information related to them without getting their [explicit/written] permission in advance[, as well as advance permission from [EMPLOYER NAME]'s [[DEPARTMENT NAME] Department/[POSITION]]]. Also, do not discuss or conduct business with a customer, supplier, business associate, or investor in an online forum.

Do Not Comment on [EMPLOYER NAME]'s Business Performance or Plans. Disclosing or commenting on [EMPLOYER NAME]'s confidential business information is absolutely prohibited, whether related to sales, customer lists, financials, business or marketing plans, performance, or prospects. Do not comment in any way on rumors about the same. If asked directly,[do not respond or] simply state "no comment."

Respect and Comply with Terms of Use of All Sites You Visit. Do not expose yourself or [EMPLOYER NAME] to legal risk by accessing or using a web site in violation of its terms of use. Review the terms of use of all social media sites you visit and ensure your use complies with them. Pay particular attention to terms relating to:

- Prohibitions or restrictions on the use of the social media site, including prohibitions or restrictions on use for advertising, marketing and promotions, or other commercial purposes (for example, Facebook's Statement of Rights and Responsibilities (its terms of

use) and accompanying Promotion Guidelines specify the terms for businesses that administer promotions through Facebook).

- Ownership of intellectual property used on, or information collected or generated through use of, the site (for example, any of [EMPLOYER NAME]'s copyrighted material and trademarks that might be posted on the site, or user information the company collects through the site).
- Requirements for licenses or other permissions allowing use by the site owner and other third parties of the company's trademarks or other intellectual property.
- Privacy rights and responsibilities of the site owner and users.

Be Aware That All Social Media Accounts Created or Used on Behalf of [EMPLOYER NAME] Belong Solely to [EMPLOYER NAME]. Any social media accounts created or used by employees or contractors on behalf of [EMPLOYER NAME] or otherwise for any [EMPLOYER NAME]'s business purposes belong solely to [EMPLOYER NAME], including any and all log-in information, passwords, and content associated with each account, including followers and contacts. [EMPLOYER NAME] shall at all times retain sole ownership of all such accounts, including all log-in information, passwords, and associated content.

You agree that you will not create any social media account to be used on behalf of [EMPLOYER NAME] or for any business purposes without [EMPLOYER NAME]'s express prior authorization. If you have any questions about creating or managing a social media account, please contact [[NAME]/[DEPARTMENT NAME] Department].

Be Aware That You Can be Subject to Disciplinary Action for Violation of These Guidelines. Violation of these guidelines, particularly in a way that could subject [EMPLOYER NAME] to liability, will be subject to appropriate discipline, up to and including termination. If you are unsure whether your planned actions might violate any of these guidelines, speak to [[POSITION NAME]/[DEPARTMENT NAME] Department] for clarification.

[Acknowledgment of Receipt and Review

[I, [EMPLOYEE NAME], acknowledge that on [DATE], I received a copy of [EMPLOYER NAME]'s Company Social Media Use Guidelines and that I read it, understood it, and agree to comply with it. I understand that [EMPLOYER NAME] has the maximum discretion permitted by law to interpret, administer, change, modify, or delete this policy at any time[with or without notice]. No statement or representation by a supervisor or manager or any other employee, whether oral or written, can supplement or modify this policy. Changes can only be made if approved in writing by [POSITION]. I also understand that any delay or failure by [EMPLOYER NAME] to enforce any work policy or rule will not constitute a waiver of [EMPLOYER NAME]'s right to do so in the future. I understand that neither this policy nor any other communication by a management representative or any other employee, whether oral or written, is intended to in any way create a contract of employment. I understand that, unless I have a written employment agreement signed by an authorized [EMPLOYER NAME] representative, I am employed at will and this policy does not modify my at-will employment status. If I have a written employment agreement signed by an authorized [EMPLOYER NAME] representative and this policy conflicts with the terms of my employment agreement, I understand that the terms of my employment agreement will prevail.

OR

I, [EMPLOYEE NAME], acknowledge that on [DATE], I received and read a copy of the [EMPLOYER NAME]'s Company Social Media Use Guidelines[, dated [EDITION DATE]] and understand that it is my responsibility to be familiar with and abide by its terms. [I understand that the information in this Policy is intended to help [EMPLOYER NAME]'s employees work together effectively on assigned job responsibilities.] This Policy is not promissory and does not set terms or conditions of employment or create an employment contract.]

[NAME]

[PRINTED NAME]

[DATE]]