Purpose

__________ Company (the “Company”) recognizes the importance of social media as a communication tool. We are committed to maintaining a good relationship with our employees, clients, suppliers and the rest of the outside world. The way the public views the Company is vital to promoting business, gaining new business, recruiting and retaining quality employees, and marketing our products and services. To that end, employees may use social media, such as participating in a blog, chat room or online social network, for approved business reasons during working time. When doing so, this policy applies.

Some employees also maintain or participate in personal blogs, personal websites, bulletin boards, or other interactive web media, including LinkedIn, Facebook, MySpace, and YouTube (herein collectively referred to as “social media platforms”). Employees may elect to post information about the Company, its business, its products and services, the workplace or other Company employees. When doing so, this policy also applies.

All Company employees should understand there is a legal responsibility involved with using social media platforms. Though employees are free to post their own personal views on social media platforms, employees should know that some of their social media use may lead to irreparable harm to the Company, its employees or other third parties, or may violate certain Company policies and standards. Moreover, use of these sites may violate the rights of others when untrue, defamatory or legally protected information is posted. This policy is intended to balance the Company’ duties and legitimate business objectives with its employees’ rights and responsibilities. The intent is not to interfere with an employee's protected rights which the Company understands may, include, engaging in certain social media postings related to working terms and conditions.

Employees should also keep in mind that once information appears online, it can become part of a permanent record, even if the author later “deletes” it. Everything written on the Web can be traced back to its author, often very easily. With this in mind, follow these general guidelines:
General Guidelines

- **Disclose your affiliation**: If you discuss work related matters that are within your area of expertise or provide information related to the Company’s products you must clearly and conspicuously disclose your affiliation with the Company.

- **State that it’s YOUR opinion**: Unless authorized to speak or conduct research on behalf of the Company, when commenting on the business include a disclaimer that the opinions provided do not represent the views of the Company. To help reduce the potential for confusion, you must include the following notice in a reasonably prominent place on your site, or if posting on the site of another, you must include it within your post: “The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of my employer.”

- **Personal Information**: Be careful about what personal information you share online. Be cautious when mixing your business and personal life.

- **Act responsibly and ethically**: When participating in online communities related to the Company’s business, do not misrepresent yourself. It is never acceptable to use aliases or otherwise deceive people.

- **Respect diversity**: Avoid communications that are defamatory or harassing, or remarks that would contribute to a hostile work environment (racial, sexual, religious, etc.) as well as any behavior not in agreement with the Company’s general corporate policies or core values.

- **Be professional and exercise good judgment**: When you identify yourself as an employee of the Company within a social network, you are connected to other employees, clients, and potential clients. Communicate online with respect for others. Remember that information shared via social media is generally public information that could easily be viewed by our employees, clients and suppliers. Exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations in any way related to the Company, its products, services, clients, suppliers and employees.

- **Confidential/Proprietary Information**: Confidential, proprietary, and non-released Company, supplier or client information must stay out of social media channels. This includes but is not limited to information about trademarks, upcoming product releases, sales, finances, Company strategies, and any other information that has not been publicly released by the Company, supplier or client.

- **Company Trademarks**: Never use the Company’s logo, trademark or proprietary graphics or photographs of the Company’s products for non-business related purposes without permission.

- **Protect Yourself**: Never share information about the Company, your co-workers, our suppliers or clients, or our competition that could be considered as harassing, threatening, libelous, or defamatory in any way. Do not disclose contact or personal information of other employees without their prior permission.

- **Employment References**: All requests for employment recommendations or references should be handled in accordance with the Company’s standard practice for handling such requests. Do not solicit recommendations in any form whatsoever from other employees. Do not provide employment recommendations or references unless authorized to do so by the Company.

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• **Personal Use**: Use of social media for non-Company business should not be conducted on Company time. Limit your personal use of social media to non-working time, such as breaks and lunch periods. Be careful not to let personal social media use interfere with your job performance or the performance of others.

• **Monitoring**: The Company reserves the right to monitor employee use of social media that uses Company assets; e.g., Company work computer, as well as the right to monitor comments or discussions about the Company, its employees, clients, suppliers and the industry, including products, services and competitors, posted online by anyone, including employees and non-employees, whether posted within or outside the workplace. Therefore, employees should not maintain an expectation of privacy with respect to use of social media that uses Company assets or with respect to public, online communications involving the Company, its employees, client, suppliers, and the industry.

• **Images**: Do not post images of the inside of Company facilities without expressed written approval from senior management. Do not post images of any Company property, including (but not limited to) machinery without the express written permission from senior management.

• **Wage/Compensation**: Hourly employees should not speak on behalf of the Company or engage in work on behalf of the Company during non-work hours without prior management approval.

• **Plagiarism/Copyrights**: Do not claim authorship to something that is not yours. If you are using another party’s content, be sure they are credited for it in your post (giving credit is not the same having permission to use a third party’s content. Giving credit does not absolve liability under copyright law and contradicts our existing copyright policy).

• **Negative posts**: Do not respond on the Company’s behalf to negative posts about the Company, its products or employees. Instead, inform your manager and Market Services.

• **Consider Other Company Policies and Standards**: Anything posted or sent by an employee on a social media platform is subject to all other Company policies, guidelines and standards.

### Disciplinary Action

- Employees are responsible for adhering to the aforementioned social media guidelines. Failure to comply with the guidelines in this policy or on-line activity that otherwise cause harm to the Company may be subject to disciplinary action up to and including termination of employment, as permitted by law.

### Important Notes

The Company will not defend you in any legal actions based on your commentary on any blog or other social media platform under any circumstances, whether you are sued by another Company employee, a client, a supplier or someone who is not affiliated with the Company.

The Company is committed to ensuring that we participate in social media in the right way. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgment and common sense, by adhering to the Company’s core values and all
applicable Company policies. If you find yourself wondering if you can talk about something you learned at work – don’t. For situations in which you are uncertain about how to respond, or for additional questions regarding the social media policy, contact Human Resources.