

[Name of Company and Logo]

Social Media Policy

At [Name of Company], we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all associates who work for [Name of Company], or one of its subsidiary companies in the United States. Managers and supervisors should use the supplemental Social Media Management Guidelines for additional guidance in administering the policy.

Guidelines

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking, or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with [Name of Company], as well as any other form of electronic communication.

The same principles and guidelines found in [Name of Company] policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects members, customers, suppliers, people who work on behalf of [Name of Company] or [Name of Company]'s legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines, the [Name of Company] Statement of Ethics Policy, the [Name of Company] Information Policy and the Discrimination & Harassment Prevention Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action, up to and including termination.

Be respectful

Always be fair and courteous to fellow associates, customers, members, suppliers, or people who work on behalf of [Name of Company]. Also, keep in mind that you are more likely to resolved work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticisms, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparage

customers, members, associates, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex disability, religion, or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about [Name of Company], fellow associates, members, customers, suppliers, people working on behalf of [Name of Company] or competitors.

Post only appropriate and respectful content

- Maintain the confidentiality of [Name of Company] trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- Do not create a link from your blog, website, or social networking site to a [Name of Company] website without identifying yourself as a [Name of Company] employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for [Name of Company]. If [Name of Company] is subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of [Name of Company], fellow employees, customers, suppliers, or people working on behalf of [Name of Company]. If you do publish a blog or post online related to the work you do or subjects associated with [Name of Company], make it clear that you are not speaking on behalf of [Name of Company]. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of [Name of Company]."

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Equipment Policy. Do not use [Name of Company]'s e-mail addresses to register on social networks, blogs, or other online tools utilized for personal use.

Retaliation is prohibited

[Name of Company] prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for

cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Employees should not speak to the media on [Name of Company]'s behalf without contacting the [Name of Department, Title, or Name]. All media inquiries should be directed to them.

For more information

If you have questions or need further guidance, please contact your [HR representative, manager, owner, or other].