

# Employee Social Media Policy

These guidelines apply to employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media during work-hours. The list includes but is not limited to: Twitter, Yelp, Tumblr, Google+, Wikipedia, Pinterest, Instagram, YouTube, Foursquare, LinkedIn, Wordpress, Vimeo, Facebook pages/groups, or comments on online media stories.

***Note:** This policy does not apply to employees' personal use of social media platforms outside of work-hours where the employee makes no reference to company related topics.*

## Social Media Specific Policy for Employees or Contractors

Take time to understand and follow these simple but important guidelines. Our overall goal is simple: to enable employees and contractors to participate online in a respectful, relevant way that protects our reputation and follows the letter and spirit of the law.

### 1. Internet/Intranet Usage

a. Acceptable Use - Internet access is to be used primarily for business purposes. Any personal social media use must not interfere with normal business activities, must not involve solicitations, must not be associated with any for-profit outside business activity, and must not potentially embarrass the company, damage the company's reputation or tarnish its image.

b. Blocked Content - The Company at its sole discretion, reserves the right to block access to any Internet site.

2. Never represent yourself or the company in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

3. Post meaningful, respectful comments - in other words, please no Spam and no remarks that are off-topic or offensive.

4. Stick to your area of expertise and feel free to provide unique, individual perspectives on non-confidential activities at the company.

Be smart about protecting yourself, your privacy, and the company's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully, Google has a long memory.

**The Company's Employees or Contractors Must NOT:**

1. Comment on any topic related to legal matters, litigation or any parties the company may be in litigation with.
2. Participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or the company's IP address. Refer all Social Media activity around crisis topics to the communications department.
3. Create company specific Social Media profiles on their own. Doing so dilutes the follower-base and creates situations where the profiles are individually-owned instead of corporate-owned. The company's Social Media platforms/profiles are created by the Social Media Specialist only acting on behalf of the Marketing and Executive Team.

**Consequences of Violating the Company's Social Media Policy**

Please know that employee and contractor's engagement in Social Media while at work will be monitored. There should be no expectation of privacy while using Social Media during working hours.

In the event of the company's Social Media policy violation:

1. The company will report unlawful activity to the authorities.
2. Inappropriate activity that is in conflict with this document's guidelines may result in termination for just cause.

*Please confirm that you have read and understand the guidelines.*

---

**Employee Name**

**Employee Signature**

**Date**