

# Work Rules

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## **Social Media Communications Policy**

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### **Introduction**

{ABC Company} understands the importance of social computing, networking and social media in today's world. Social media takes many forms including (Facebook, LinkedIn, MySpace, Twitter, etc), blogs, wikis, file sharing sites, forums, discussion groups and chat rooms. Social Media can be an extremely effective way of marketing our company and expanding our interactions with employees, vendors and customers. While embracing new technologies, we also want to make sure that the Company and our employees engage in social networking in a responsible manner.

This policy provides guidance on how to engage in social networking in a way to protect yourself and the interests of the Company, its employees, vendors and customers. These guidelines supplement current Company policies.

### **Guidelines**

- 1. Social Networking Sites Should Not Be Considered Private.** Generally, information posted on social networking sites is public and you should expect that even with your use of certain privacy settings what you post on social networking sites will be seen by others and should not be considered private. Social media sites should not be used during work times unless for business-related activities.
- 2. Be Respectful** Always be fair and courteous to fellow employees, customers, suppliers or other people who work on behalf of (ABC Company). Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or utilizing the Dispute Resolution process than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages customers, employees, 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.
- 3. Use Common Sense/Think before you Post.** 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 your job performance, the performance of fellow employees, or otherwise adversely affects owners,

customers, suppliers, people who work on behalf of (ABC Company) or our legitimate business interests may result in disciplinary action up to and including termination.

4. **Protect confidential business information.** Respect the privacy of customers, vendors and employees. Do not share or disclose confidential or proprietary information of (ABC Company), or its customers, vendors, and employees on social media sites. Nothing in this Social Media policy is intended to prohibit employees from communicating about their wages, hours, or other terms and conditions of employment.
5. **No phony identities; be clear about who you are.** Only authorized employees may communicate information on behalf of the Company. Without permission you are not authorized to make statements, comments or press releases on behalf of the Company. Be clear and write in first person. You should make clear that you are speaking for yourself and not on behalf of the Company. In some instances it may be appropriate to add in this language: "The views expressed on this 'site' are my own and do not reflect the views and opinions of ABC Company."
6. **Use your own email.** Always use your personal email address (not your ABC.com email) as your primary means of identification.
7. **Respect copyrights and fair use.** Remember to respect the copyrighted materials owned by others, and reference the sources you use. Never distribute copyrighted materials (such as videos, photos, books, etc.) online as copyright infringement and plagiarism laws apply to posts on the Internet.
8. **Stay Productive.** Social media participation can be productive and beneficial both personally and professionally. However, ensure that such personal activities do not interfere with your work activities.
9. **Use social networking safely.** Understand which social networking sites you would benefit from most, how each works and what features each offers. Always review the applicable privacy and security settings so that you understand how much or little information you are comfortable sharing.

None of these guidelines is intended or will be applied in a manner to limit employee complaints or discourse which is protected by law.

If you have any questions about this policy or any issues surrounding social media, please contact: \_\_\_\_\_; Phone #; email address.

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