

## SOCIAL MEDIA (SOCIAL NETWORKING) POLICY

The Company respects your right to use social media, including social networks of any kind (collectively referred to as “Social Media”). Nevertheless, Company invests significant resources to create and maintain an online profile that positively reflects Company’s status and reputation in the community. Company must also monitor and protect various business interests (image, reputation, finances, contractual relationships, goodwill, etc.), professional relationships (Company’s relationships with current and former employees, clients, prospects, vendors, affiliates, independent contractors, other third parties, etc.), and property interests (intellectual property, work product, proprietary and confidential information and trade secrets) (collectively referred to as “Company’s Professional Interests”).

**Policy Application.** This policy applies to your use of any currently existing or later-developed Social Media (Facebook, Instagram, LinkedIn, Twitter, Flickr, YouTube, blogs, chat rooms, online communities, RSS feeds, personal websites, etc.). While this policy does not apply to the use of Social Media which is completely unrelated to Company or Company’s Professional Interests, it does apply to your use of Social Media, even during your personal time away from work, when your affiliation with Company is identified, known or presumed.

The following rules shall apply to the use of Social Media that mentions, involves or relates to Company or Company’s Professional Interests, regardless of the name associated with any such Social Media account and regardless of when or where such media is used.

- Employees must adhere to all of Company’s rules, regulations, and policies when using Social Media. All the rules that apply to other forms of communications apply equally to the use of Social Media.
- Employees must be respectful and may not post any material that is obscene, defamatory, illegal, fraudulent, discriminatory, profane, libelous, threatening, harassing, abusive, hateful, embarrassing, or, in Company’s sole discretion, otherwise inappropriate.
- Employees may not post content or conduct any activity that fails to conform to any and all applicable state and federal laws. Employees must abide by all intellectual property laws, including copyright laws.
- Employees may not discuss or disclose any information about Company or Company Professional Interests without Company’s knowledge and consent.
- Employees may not post anything that may reflect negatively on Company or damage Company’s image or reputation in any way.
- Employees may not use Social Media to pass off personal views as representing those of Company.
- Employees may not use Social Media for any purpose that is contrary to Company’s policies or Company Professional Interests.
- Employees may not use Social Media to recommend, promote, endorse or otherwise discuss Company’s Professional Interests, including Company’s current or former employees.
- Employees must receive written approval from Company that outlines the use of Social Media before being permitted to use Social Media for any purpose that in any way involves Company’s Professional Interests.

- Employees should be mindful of their responsibilities to Company at all times. Once content is posted, it is no longer under your control. Social Media postings can remain on the internet indefinitely, and content posted to private websites does not always stay private.
- Employees may not let the use of Social Media affect their work.
- Employees may not use Social Media as a forum to discuss any of Company's Professional Interests or to disparage or embarrass Company or its management, practices, products, or services, or otherwise harm Company in any way.
- Employees may not use Social Media to advertise or sell any products or services that compete, directly or indirectly, with Company's current or future offerings, or that otherwise negatively affects Company.
- Employees may not post, share or display media (photos, audio, video, etc.) involving Company or Company's Professional Interests without prior written approval from Company.
- Employees are expected to be professional when using Social Media.

**Maintaining Connections.** Social Media is often used to create and maintain connections to other people or groups by, for example, making someone a Facebook "friend" or inviting someone to join your network on LinkedIn. In this regard, Company is committed to using Social Media to promote Company's visibility and maintain current and prospective business relationships. Although Company recognizes a value in creating and maintaining such connections with Company-related acquaintances, such connections may only be created and maintained through Company-approved Social Media accounts.

Accordingly, Employees may not use Social Media to connect with, without limitation, Company's clients, prospects, employees, vendors, affiliates, independent contractors, service providers, etc., whether current, past or prospective. Without limitation, this policy applies to any method or manner by which Social Media permits individuals to directly or indirectly connect personally or through a network to other individuals or groups.

While this policy does not apply to personal Social Media connections, it does apply to anyone you meet or are otherwise introduced to through your work with Company, even if you maintain a friendly or familiar relationship with that person. If you would like to create a connection with any such person(s), please contact management so you can be granted access to a Company-approved account, or to request the creation of a Company-approved account with a different type or kind of Social Media.

**Ownership/Control of Social Media Accounts.** Company is and shall remain the sole and exclusive owner of any Social Media accounts, including without limitation any connections or relationships associated with such accounts (ex. Facebook friends, LinkedIn connections, Twitter followers, etc.), that are created, developed, suggested, initiated, maintained, sponsored or supported by Company. Company has the sole and exclusive right to direct the manner in which any such Social Media accounts are accessed, used and controlled. Company, in its sole discretion, may create, modify or terminate an employee's right or ability to access, use or control any such Social Media accounts. Upon termination of employment, the right or authorization to access, use or control any such Social Media accounts shall automatically cease, and control over such Social Media accounts, including any necessary information (ex. usernames, passwords, etc.), must be returned to Company.

**Personal Social Media Accounts.** Company recognizes that Employees might have their own personal Social Media account(s). As such, Company respects an Employee's right to express personal opinions when using personal Social Media account(s). However, Employees may not use such personal account(s) to communicate about Company or Company's Professional Interests or to communicate anything that may negatively affect, harm or otherwise damage Company or Company's Professional Interests in any way.

Employees who violate this policy may be subject to discipline, up to and including termination. Additionally, violations of this policy may also constitute violations of other Company policies.

I, \_\_\_\_\_, received, read, and understand *Company's Social Media (Social Networking) Policy* and agree to the conditions outlined above.

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date

