**SOCIAL MEDIA POLICY**

Policy

This policy provides guidance for employee use of social networking sites at [Company Name] (“Company”). For the purposes of this policy, social networking sites include but is not limited to, social media sites, blogs, microblogs, message boards, wikis, electronic newsletters, online forums, chat rooms and other similar sites and services.

Procedures

The following principles apply to professional use of social media on behalf of the Company as well as personal use of social media when referencing the Company.

Careful consideration should be applied before posting any content. Employees need to know and adhere to the Company’s Code of Conduct, Employee Handbook, and other company policies including ethics and confidentiality policies when using social media in reference to the Company.

Employees should be aware of the effect their actions may have on their images, as well as the Company’s image. The information that employees post or publish may be public information for a long time.

It is important that you present yourself in a professional manner when creating your profiles or sharing content and responding to contacts, especially when you include your affiliation with the Company.

If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Social media use shouldn't interfere with employee’s responsibilities at the Company. The Company’s computer systems are to be used for business purposes only. When using the Company’s computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, the Company’s blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

Subject to applicable law, after‐hours online activity that violates the Company’s Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.

If employees publish content after‐hours that involves work or subjects associated with the Company, a disclaimer should be used, such as this: “The postings on this site are my own and may not represent [the Company’s] positions, strategies or opinions.”

Verify sourcing after collecting information online. When transmitting information online apply the same standards and level of caution you would in more formal publications.

It is highly recommended that employees keep the Company’s related social media accounts separate from personal accounts, if practical.

Be cautious of privacy concerns. If unsure about the appropriateness of the content being shared, consult with management or the Human Resource department and obtain a written consent before referencing any information about the Company, its clients or affiliates.

Employee profiles and previous contents should be reviewed and updated to reflect these guidelines.

Legal Considerations and Prohibited content:

Employees are strictly prohibited from providing client’s or the Company’s proprietary or private information in their postings.

Individuals are personally responsible for the content published in their personal capacity, or without authorization of the Company. As such, postings in their personal capacity or without authorization should be phrased in the first person to make clear that the personal opinions expressed are not that of the Company.

Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, racially or ethically offensive, intimidating or obscene, or that can create a hostile work environment.

When sharing content in their professional capacity, representing the Company or while using company platforms, employees are prohibited from engaging in inflammatory or objectionable topics, including politics or religion. Should they engage in these topics in their personal capacity while using their personal platforms, it is strongly advised that they engage in these topics in a respectful manner.

Employees should be aware that the Company may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the Company, its employees, or customers.

Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized Company spokespersons

Employees must ensure that they are representing their position and work honestly and update their personal platforms to reflect any change of title, including any termination of employment contract at the Company to be reflected on their platforms accordingly.

The failure to adhere to these principles and guidelines could be the cause of disciplinary or legal action.

Use of the Company’s social networking platforms

All company social network platform accounts are the property of the Company and must be registered using the company address as approved by the Human Resource department. Accordingly, individuals are strictly prohibited from registering and maintaining such platforms in an individual’s name, or representing individual accounts as company accounts.

The Company’s social networking platforms should only be used for legitimate business purposes with appropriate authorization. Such uses can include recruitment of new employees, reference checking, promoting company brand and products, increasing employee and client value proposition including professional networking, sales, marketing, customer service, public relations etc.

Company social network platforms should only be set up by the Company’s IT department in consultation with the appropriate management team. Employees must obtain the approval Human Resource department before accessing company social networking platforms and must be approved for the particular use.

Social networking groups affiliated with the Company will be monitored and reviewed on a designated basis to ensure appropriate usages are maintained.

Company social networking profiles should be maintained and updated on a regular basis and provide up-to-date content, in accordance with the guidelines set out in this policy.

Communication with clients on any Company social networking platforms should be reviewed by appropriate management team.

Sensitive information related to the use and operation of the Company social network platforms including passwords, strategies and purpose of use, should be kept confidential.

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I have read and understand this letter and have signed below to acknowledge receipt.

Employee Name:

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SIGNATURE DATE