

## Social Media Policy & Guidelines

The World Company believes social media plays an important role in all aspects of our operations and encourages employees to participate both personally and professionally. We just ask that when posting online you follow some basic rules and use common sense. If engaging in social media on behalf of the company we also ask that you follow our account set-up and management procedures.

The company has a Social Media Manager who oversees and is responsible for all corporate social media activities. Each division has a designated social media liaison, who is a member of the company's social media committee.

### What Does Social Media Include?

Social media includes social networking sites such as Facebook, MySpace and Twitter. It also includes blogs, comments on Web sites, and other activity online where you are connecting or communicating with other users.

### What Type of Account Do You Have? Is There a Corporate Affiliation?

It's important to understand that just because an account may not officially represent The World Company, the account may still have a corporate affiliation.

There are four key type of social media accounts.

- Corporate – This is an account branded and operated strictly under a company identity.
- Corporate with Personal touch – This is an account officially representing the company, but where an individual employee is identified to be operating the account.
- Personal with Corporate Affiliation – These are employee accounts not created by the company or officially representing the company, but where the user identifies herself or himself as being employed by the company. This could include identification in an account bio or profile or any posts that identify where the employee works. If the employee's position with the company makes that employee a public face of the company in the community, the employee will be considered to have this type of account. Note: Whether the account is a locked private account or an open public account does not affect this definition. If an individual choose to identify herself or himself as an employee, the corporate affiliation has been created.
- Personal – These are employee accounts where there is no identifying information in the account set-up or posts that identify where an employee works, and where the employee is not a public face of the company in the community.

### The Basic Rules:

If you ever use an account for work purposes, you must identify yourself as a World Company employee.

- Use common sense when posting. Never post anything that would embarrass you or the company or call your professional reputation into question. Remember, you might be able to delete a comment after you've posted it, but in many instances that comment never disappears. Did you know comments posted on Twitter are indexed by Google and can show up in searches even after you have deleted them?
- Think of social media as a postcard rather than a letter. Other people can read what you say, even if the comment wasn't directed at them. Would you want to see your comment in the newspaper or on the evening news? No? Then don't post it.
- Remember: if you have any type of corporate affiliation on your account, anything you post online affects both your reputation and the company's. You might differentiate between personal and professional, but those following you often will not.

## **The Don't Dos:**

- Do not use offensive language or post offensive content.
- Do not speak on behalf of the company unless authorized to do so.
- Do not make any derogatory statements about the company or colleagues or other statements that would reflect badly on the company.
- Do not discuss or reveal any corporate information or information you come about in the course of your employment that is not clearly already public.
- Do not reveal news sources or information that might identify sources.
- Do not post breaking news or any news story on a personal account until it has first be posted through a corporate account (corporate account includes reporter or beat accounts).
- Do not post any advertiser offers, incentives, promotions, or other information that has not yet been published.
- Do not reveal or discuss any customer information unless authorized to do so. (This applies to both residential and corporate customers.)
- Do not violate Terms of Service for any sites you are using.

Please note: Certain departments have additional guidelines attached as an addendum to this policy. Please contact your supervisor to determine whether you are subject to any of these guidelines. These additional guidelines are customized by department and are intended to help you use social media effectively.

## **Setup and Admin of Corporate Social Media Accounts:**

Please contact the company's Social Media Manager, your division's designated social media liaison or your supervisor to learn about the Guidelines for Setup and Management of Social Media Accounts.

## **Questions?**

If you have any questions about this policy, about whether content you are posting is acceptable, or if you need assistance with using social media, you can contact the company's Social Media Manager or your designated social media liaison for help.