

**(Insert Company Name) EMPLOYEE HANDBOOK**

**Policy: G.22**

**ISSUED: 00/00/00** **REVISED:**

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**Policy Name:** EMPLOYEE USE OF PERSONAL CALLS, EMAIL, SOCIAL MEDIA

**Policy Statement:** The Company views social networks such as, but not limited to, web based discussion, conversation pages, Facebook and Twitter as significant forms of public communication. As such, we hold all of our employees who engage in social networking to the same standards we hold for any public communications such as, but not limited to, comments to a TV, radio or news reporter. Therefore, all employees have an obligation to the Company to ensure that any public communication they make, including social networking communications, do not negatively affect the reputation of the Company or bring disrepute in any way to the Company, its partners, customers, suppliers, etc.

**Responsible Party:** President

**Procedure:**

**G.22.1 Media Inquiries**

The nature of the Company's business is such that, from time to time, we may receive media attention. Journalists and other interested parties may approach us for information. To ensure that accurate and consistent information is passed on to the media, only Executive Management or his designee is permitted to act as a spokesperson for the Company. Any unsolicited approach by a journalist for information about the Company should be referred immediately to Executive Management or the Vice President of Sales and Marketing. It is important to bear in mind that deliberate and unauthorized disclosure of information to the press will be considered a disciplinary matter.

**G.22.2** Only Executive Management, or their designee, are authorized to publicly speak on behalf of the Company. Employees must have prior authorization to be a Company spokesperson to the extent their social networking communications represent, or appear to represent, the official company view or perspective on any particular topic.

**G.22.3** Company telephones are intended for business use. You should limit incoming and outgoing personal telephones calls to emergency situations only. Outgoing personal mail should be stamped by you and placed in a U.S. Mailbox not connected to Company property. Personal cell phones are not to be used while you are at work except in the event of an emergency.

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**G.22.4** Identified below are general guidelines and examples of prohibited communications. This list shows examples only and is not intended to be, nor is it, an exhaustive list of prohibited communications. Instead, this list is included to provide you guidance with respect to your social networking and other public communications.

- (a) Assume at all times you are representing the Company when engaging in any form of social networking
- (b) If you wouldn't say it on television or radio airwaves, or have a reporter write it in a column, don't Tweet it, post it on Facebook or post it on any public web page
- (c) Exercise discretion, thoughtfulness, and respect for your colleagues, business associates, customers and our partners
- (d) Do not discuss internal policies or operations issues in any manner that could reflect poorly on the Company
- (e) Do not engage in public criticism or disparagement of Company personnel, customers, partners, suppliers, or competitors
- (f) Confidential or proprietary company information, or similar information of third parties who have shared such information with our company, should not be shared on any social networking site
- (g) Be mindful that all public communications that reference the Company, including social networking communications, are subject to review by our company, and may lead to discipline to the extent the public communication harms our company.
- (h) It is known and understood that under no circumstances are employees to post negative or disparaging information, comments, or other criticism about our company or any other company, our group, customer, or organization while in company uniform, on or near a company vehicle, any signage, identifying logos or colors, or referencing our company name in the social media post. This policy extends to personal comments on personal social media locations, while wearing a uniform, in front of equipment, or any company name or signage.