

Social Media Policy



OUR SOCIAL MEDIA POLICY

For a growing company in the digital age, these guidelines are designed to help protect the reputation and credibility of Never Grow Up ® , SPRD & Yellow Seed, our team members, and contractors who create or contribute to blogs, wikis, social networks, virtual worlds or other social media. Whether you use Facebook, LinkedIn, Twitter, Yammer, Wikipedia or comment on blogs or online media stories - these guidelines are for you.

BASIC PRINCIPLES & UNDERSTANDING

These principles apply to professional use of social media on behalf of our company as well as personal use. Adhere to the guidelines set forth in your offer / agreement with the company.

You are accountable for your actions and what you write and post. Use common sense and good judgment - your statements could have an impact on our company's reputation. Remember that what you post or publish may be public information for a long time. Be accurate, honest and genuine and take responsibility for your mistakes. A conversational, personal tone often works best - similar to how you'd speak. **If you make a mistake, or someone questions a statement or claim you make, it's your responsibility to investigate it and respond.** If appropriate, you should quickly correct any mistakes or provide any necessary clarifications. Respect others in your posts and discussions. Social media networks and online communication shouldn't be used to attack or insult the company, fellow team members, customers, vendors, contractors, suppliers and especially competitors. Don't make posts or comments that may be considered defamatory, obscene, libelous, threatening, harassing or embarrassing to others.

Be transparent. If you're writing or sharing content owned by the company, give due credit to the company. Disagree with another's opinion? Keep it appropriate and polite. If you find yourself in a situation that threatens to become antagonistic, refrain from becoming overly defensive and do not disengage from the conversation abruptly. If you're uncertain about whether to post or discuss something that's related to the company, seek the advice of your manager, or another appropriate person at our company in advance. **Don't disclose any confidential, proprietary or sensitive information regarding the company, our clients, team members, customers, vendors, contractors, and/or suppliers. Often, internal communications shouldn't be forwarded outside of our company.** If you're uncertain whether information is meant to be private or internal, seek the advice of your manager. Don't comment on our legal matters, financial performance, competitors, strategy or rumors unless you're specifically authorized to do so. It is critical that you avoid these topics unless you're an authorized company spokesperson. Social media networks, blogs and other types of online content sometimes generate press and media attention.

If members of the media, including journalists or bloggers, contact you about a statement that you made that might be considered sensitive, please refer them to an appropriate Media Relations contact unless you've been authorized to respond or speak on behalf of our company. Get appropriate permission before you refer to or post images of current or former team members, customers, vendors or suppliers by name. Additionally, give credit appropriately if using a third party's copyrights or mention the source of, copyrighted material, trademarks, service marks or other intellectual property.

MINIMIZE SECURITY RISKS.

Monitor your social media accounts periodically if you don't actively use them. Also, be mindful that social media sites sometimes are used to distribute malicious software or code, or "malware." If you think a link sent to you might be malware, don't click on it, as it could result in software or code being downloaded or installed on your own computer and/or our company networks. Avoid writing or posting anything that would embarrass the company or compromise your ability to do your job.

Assume that your professional life and your personal life will merge online regardless of your care in separating them. This is true for any business or company you work in. Clients do check on you every once in a while to see if your actions can hurt their association with you. Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public. Obscenities, profanity, vulgarities and coarse language, even in their milder forms, should not be used. Using social media sites means that you (and the content you exchange) are subject to their terms of service. This can have legal implications.



GUIDELINES: PROFESSIONAL USE

Remember that you're representing the company in your posts and content both online and offline. Do not replace an offending word with bracketed insertions such as [expletive deleted] or with hyphens or dashes, as this only invites the reader to fill in the blanks. The overall goal is to maintain a clean, dignified and civil tone in all writing, online and offline.

IMPORTANT NOTE | SOCIAL MEDIA USE | PERSONAL

Your professional life and your personal life are intertwined in the online world, just as they are offline. Attempts, for instance, to distinguish your high school friends from your professional associates are fine, but in all spaces one should adhere to the principle that as an employee you are responsible for maintaining our company's credibility. Social media use shouldn't interfere with your responsibilities at the company. **Our computer systems are to be used primarily for business purposes. While incidental personal use of our systems at work may be acceptable under certain circumstances, excessive use of our computer systems for social media networks, personal blogging or creating other types of online content for personal use or outside the scope of your work could result in the company limiting your ability to engage in these activities during work time.**

If needed, clarify in a post or comment that you're expressing your own views and opinions and not those of our company. While this type of clarification probably won't be needed for most posts and comments, sometimes it will be important or necessary to distinguish between personal views and company views, depending on the topic. You are representing the entire organization when you post any content online or engage in social media on behalf of a client. **We counsel clients and have confidentiality clauses built in on reputation issues and therefore must hold ourselves to a very high set of standards.**

