

## **SOCIAL NETWORKING**

Our company views social media and networking sites as powerful tools to strengthen our brand and to further your personal professional reputations. Social media can take many different forms, including internet forums, blogs & microblogs, online profiles, wikis, to name just a few. Examples of social media applications are LinkedIn, Facebook, MySpace, Wikipedia, YouTube, Twitter, Flickr, Yahoo groups, Wordpress, ZoomInfo, etc.

When you are participating in social networking and identify yourself as an employee of our organization, you are representing both yourselves personally and our organization as a whole. While we encourage responsible involvement in this form of communication, we would like to provide you with a set of guidelines for appropriate online conduct in order to avoid the misuse of this medium.

### **Policy Guidelines:**

- Do not post any trade secret or other proprietary information about our company or any of our customers.
- Speak respectfully about our current, former and potential customers.
- Be aware that you are responsible for the content you post and that information remains in cyberspace forever. Use privacy settings when appropriate. Remember, the internet is immediate and nothing posted is ever truly private nor does it expire.
- Do not post obscenities, slurs or other information that could violate our policies against discrimination and harassment on the basis of others' race, religion, national origin, sexual orientation, gender, disability, age, or any other category of individuals protected by state, federal or local law.
- Do not infringe on copyrights or trademarks.

We may monitor content on the web and reserve the right to require the removal of posts that violate this policy.

Users who violate the Policy may be subject to discipline, up to and including termination of employment. If you have any questions about this policy or a specific posting out on the web, please contact Human Resources.

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