

Blogging & Social Media

With the rise of new media, the ways ABCD team members can communicate are continually evolving. While this creates new opportunities, it also creates new responsibilities.

This policy applies to all ABCD team members and contractors who use the following social media:

- Social Networking sites (e.g.: Facebook, MySpace, LinkedIn, Bebo, and others)
- Micro-blogging sites (e.g.: Twitter)
- Video & photo sharing sites (e.g.: Flickr, YouTube)
- Weblogs – including ABCD blogs, personal blogs, and blogs hosted by the media
- Forums & discussion boards such as Whirlpool, Yahoo! Groups or Google groups
- Online encyclopaedias such as Wikipedia

Remember, anything you post is accessible to anyone with a browser and is there forever, irrespective of any attempt to delete the content. Our first and foremost rule is, "*Think Before You Post*".

Under this policy, you agree that ABCD shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed or incurred due to any of your social media postings.

Please be aware that violation of this policy may result in disciplinary action up to and including termination.

What Can You Disclose?

You can disclose anything already in the public domain – which means that if you've read it in the annual report, strategic plan or in a press release, you can talk about it.

Everything you talk about must be truthful, accurate and able to be substantiated.

What Can't You Disclose?

Generally common sense and our Code of Conduct is your best guide, but here are a few specifics.

You can't disclose:

- Non-public financial information.
- Non-public technical information.
- Personal information about individuals.
- Confidential information of our customers or suppliers.

You also can't discuss:

- Work related legal proceedings or controversies.

You can't use:

- Our trademark or copyrighted logos in your post unless authorised to do so.
- Other's materials without their express permission.

Other bits you can't do:

- ABCD team members should not circulate postings they know are written by other ABCD team members without informing the recipient that the author of the posting is an ABCD team member.
- Post inappropriate, false or malicious comments or materials online regarding ABCD, your workplace and/or your team members.
- Reference ABCD negatively in any online social medium or public forum.
- Suggest or imply you are speaking on behalf of ABCD unless you are authorised to do so.
- Work on your personal blog or social media during work hours.
- Online shopping (unless its work related).

It's Not Just What You Say ... It's How You Say It

Using social media and email, it is very easy to put people off side as they miss the face to face social cues. That's why *how* you say what you are going to say is so important.

Remember to:

- Use spell check and proofread each post.

- Disclose you are an ABCD team member and add a disclaimer "*the views expressed on this post/blog are mine and do not necessarily reflect the views of ABCD.*" Unfortunately disclaimers may not be sufficient legal protection if your posts are found to be defamatory, harassing or in violation of any applicable law – so all posts are your legal responsibility.
- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of other opinions, even in times of heated discussion and debate.
- Adhere to the *Terms Of Use* of each site, and seek to conform to the cultural and behavioural norms of the social media platform being used.
- Understand and comply when the company asks that topics not be discussed for confidentiality or legal reasons.

Other General Bits & Pieces

- Don't feel pressured to "*friend*" or "*follow*" co-workers, vendors or clients unless you want to. If you are uncomfortable with adding a contact – don't add them.
- Ensure your social posting or social video watching does not interfere with your work (particularly use of Twitter).
- Please don't read personal or non-industry blogs during company time.
- If you leave the employ of ABCD, you are required to delete all ABCD proprietary information, customer and supplier details from your social media sites.
- If you make a mistake, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so. Let your Manager know about your mistake.
- **If it gives you pause ... pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit "*send*" Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your Manager. Ultimately, what you publish is yours—as is the responsibility. So be sure.

The bottom line is don't say something online that you wouldn't be prepared to say direct to someone's face.

If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please contact your Manager.