

BLOGGING POLICY FOR {Company} FACEBOOK PAGE

Purpose

This document describes the appropriate use of the company Facebook account. By using the corporate account, you agree to abide by the guidelines established below.

Guidelines For Use of Company Facebook Account

1. Do not disclose confidential or proprietary information. Disclosing competitive information or trade secrets is cause for termination.
2. Be responsible for what you write. Remember that just because you can say something doesn't mean that you should. Written word is more difficult to interpret than verbal interaction. Remember that what you say will be a permanent record. Be careful. Be smart.
3. Do not engage in discussions about competitor's products, legal issues in which the company is involved, or government issues related to the company and our industry without prior approval from management.
4. Respect copyrights. Don't post text, images or video that were created by someone else without proper attribution. If you have questions about copyright law and/or usage of certain media, contact the legal department.
5. Facebook is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels, not on Facebook.
6. Facebook is not a substitute for customer service. Please refer customers to the customer service department instead of handling inquiries entirely through Facebook.
7. Search regularly for mentions of the company, our products and services, and general industry terms. If you find groups that users have formed to discuss the company, its products, or services, please bring them to the attention of management.
8. Relay important issues to management as soon as possible.
9. If you have questions about how to respond to a specific post or group, discuss the issue with management prior to posting.
10. Use good judgment when posting photos from company events. Notify any employees who are in posted photos so that they may approve the posting of those photos.
11. Always adopt a positive attitude when responding to comments on the company's pages or applications, or comments about the company in general.

Signed: _____

Date: _____