Razorfish Employee Social Influence Marketing Guidelines
July 2009

If you are not using Social Influence Marketing in your job, please get started.

Razorfish encourages employees to adopt Social Influence Marketing – whether you're on Twitter, running your own work blog, posting comments on someone else's blog, uploading presentations on community sites like SlideShare, or otherwise participating in the world of social media.

When you live the social values, Razorfish exercises leadership and becomes a more experienced counselor for our clients.

The following guidelines are intended to help you live the social values and represent Razorfish professionally. There is no attempt here to stifle your social voice. Rather, the intent is just the opposite -- to encourage you to embrace the social media world by providing you some guidelines.

Please read these guidelines closely and contact David Deal if you have any questions or suggestions for improving these.

Do these guidelines apply to me?

These guidelines have been developed for employees and contractors who:

*   Maintain blogs – personal or professional – that mention Razorfish or our client work.

*   Post content about Razorfish and our client work on social properties including, but not limited to: Twitter, YouTube, Facebook, MySpace, SlideShare, Flickr, any public blog.

Employees and contractors are personally responsible for what we write on blogs including Twitter. Irresponsible blogging can risk legal action against Razorfish. However, thoughtful commentary makes you and your colleagues shine.

The dos and don'ts

Be professional

*   You represent Razorfish at all times. Review the *Razorfish Employee Handbook*. The rules for employee conduct apply to you in the social world, too.

*   Adhere to Razorfish financial disclosure policies.

*   Don't cite clients or talk about specific client projects without first getting permission from the appropriate Razorfish client partner or account director. Even acknowledging a client relationship on Twitter can violate a client privacy agreement.

- Communications inside Razorfish, including emails among employees, are proprietary to Razorfish. (The same holds true for emails among Razorfish employees and our clients and partners.) Sharing internal communications outside Razorfish may result in disciplinary action. A general rule of them: if you are interested in posting or quoting from an email publicly, please check with the sender first.

- Respect copyright. Do not post any images or other content from another source unless you are sure it is in the public domain or that the owner has granted permission. Check website terms of service to see if the site has rules about when you may reproduce content.

- Respect the law – including laws and regulations in the country, state, and local jurisdictions where business is conducted.

- Do not post material that is harassing, obscene, defamatory, libelous, threatening, hateful, or embarrassing to any person or entity. Do not post words, jokes, or comments based on an individual's gender, sexual orientation, race, ethnicity, age, or religion.

- Posting pornography is forbidden. You know it when you see it.

- If you are just uncertain about whether it's OK to post something, first talk with your manager.

- Before you post a comment or voice an opinion, ask yourself: would I be OK having a client see what I write? Am I writing something a competitor could use against me?

- It's great to have an opinion. But it's just not cool to attack others with unprofessional remarks. When you disagree with someone, exercise grace. Before you post something, ask yourself: how would I feel if this post were about me?

- Strive for balance. Set aside time to participate in the social world. Don't neglect the social values, but also be practical: we have demands of our clients to meet, too.

Be truthful, open, and accountable

- Never plagiarize

- Be truthful

- Be authentic. Too busy to blog or tweet? Please don't ask someone else to ghostwrite your content. It's better not to write at all then to be inauthentic.

- Correct mistakes promptly

- Cite and link to all sources when you can

- Allow comments on your public content, whether a presentation on SlideShare or a Twitter post.

- Exercise full disclosure. When you mention Razorfish, identify Razorfish as your employer. Do the same with client work you mention. Reveal your personal affiliations and conflicts of interests.

Special considerations for Twitter

Twitter has exploded as a means of self-expression and sharing Razorfish content. It's easy to post content on Twitter. And fun. Razorfish encourages employees to be on Twitter. As you tweet, do remember that the guidelines mentioned in this document apply to you. Moreover, it's good to bear in mind these considerations:

General guidelines

- Twitter is a public micro-blog. Unless you make your account private, everything you write on Twitter can be seen by journalists, bloggers, competitors, clients, and your coworkers. If you are in doubt about whether content is appropriate for public viewing, try the private Razorfish Yammer network or the private direct message function on Twitter as an alternative to a public tweet. (Just sign up using your Razorfish email to join the network.)

- Twitter is all about sending short bursts of information. Within 60 seconds you can tweet about your personal life and your client work all in one Twitter stream. If you're going to be mixing your professional and personal life for everyone to see on Twitter, do exercise discretion. Again, a good rule of thumb: if I'm mentioning something about Razorfish on Twitter, would I be comfortable with a client seeing what I wrote? Would I be comfortable having *The Wall Street Journal* reproduce my tweet and attribute it to me?

- Exercise common sense. Someone want to follow you on Twitter? At least find out who they are before following them back. Twitter is flooded with spammers looking for followers to build their presence.

- Be especially mindful of checking with client partners before you tweet about work. Did you know that even congratulating a teammate for great client work can violate a client privacy policy if you name the client or cite the URL for a website we've designed?

Before you open a team Twitter account

If you are creating a group account under the Razorfish brand, please note:

- Before you open a new Razorfish-branded account, make sure you have a strategy and a purpose that justifies a separate corporate Twitter account. (The @SearchTrends account is an example of doing it right).

- Please complete the Twitter biography field. Identify who you are. Cite top contributors. For example: @Razorfish lists this: "Global agency; this account managed mostly by @davidjdeal, @eunmac, @shivsingh, & @heathergately."

- Please contact David Deal in before you go live so that the Razorfish corporate account (@Razorfish) can follow you (and vice versa).

- When you tweet under a corporate account, it's best to sign your tweets when you can. For example, a recent post on @Razorfish: "Social media score proposed by @Razorfish; #fluent coverage from @ClickZ http://bit.ly/cBuU9 ~@davidjdeal"

Special Considerations for Razorfish Bloggers

All of the guidelines mentioned in this document apply to bloggers. In addition, please be mindful of these considerations:

- Include a statement identifying that these are your own thoughts and not necessarily representative of the company. ("The blog reflects the views of the individual author and not necessarily the views of Razorfish" will suffice.)

- Be personal. Write as "I." Let people know who you are and your background.

- Be clear. If you blog, state the purpose of your blog upfront.

- Be relevant. Are you contributing to a blog about technology? Keep your comments focused on the topic.

- Be interesting. Have an opinion.

- Be credible. Write about what you know.

- Be responsive. Has someone posted a question for you? Follow up.

- Do not restrict access to your blog by specific individuals or groups.

- Do not self censor by removing posts or comments once they are published unless they are inappropriate under these guidelines (e.g., comments that reveal confidential information).

- Maintain your blog. Don't blog just for the sake of blogging, but try to post at least once every few weeks. Over the long run, if you find yourself not posting, consider whether you should continue blogging (or become a contributor to a group blog).

Agency monitoring

Razorfish may monitor agency-sponsored blogs and reserves the right to remove an agency-sponsored blog at any time. If you choose to have a Razorfish blog created as part of your employment, as per your employment agreement, the blog is owned by Razorfish. In the event that an employee does not comply with the guidelines, a number of actions may be taken, including counseling by management, reprimand, and termination with cause.

Privacy policy

If your blog is hosted by Razorfish, it must link to a privacy policy. Please review the Razorfish privacy policy. If you operate a blog that is in compliance with the Razorfish privacy policy, please provide a link to

the Razorfish privacy policy on every page of your blog. Your Razorfish blog template may be set up so that you automatically link to the Razorfish privacy policy. If your blog is not in compliance with the Razorfish privacy policy, please contact the privacy team for assistance with your privacy policy before publishing your blog.

Additional requirements

Finally, individual managers or teams may develop their additional requirements related to blogging, and blogs hosted on Razorfish servers may be subject to certain additional requirements. It is your responsibility to familiarize yourself with any such specific policies or requirements. You should also discuss your blogging plans with your manager before you start.

Examples of where the guidelines apply

- Joe, a designer, operates his own personal blog regarding his insights into user experience design. He sometimes cites his work for Razorfish to illustrate his ideas.

- Alex, an account director, uses his Twitter account to announce that Razorfish has helped a client launch a new website.

- Nancy, an employee, creates a Facebook user group for Razorfish employees to discuss their work experiences. She occasionally posts information about her client experiences on her own Facebook profile.

- Eric, a discipline lead, wants to launch a blog for the Creative discipline. Many employees will be invited to contribute.

- Roberta, a contractor hired to help a website development team, writes about her new assignment on her personal blog.

Examples of where the guidelines do *not* apply

- Frank, a creative lead, maintains his own blog about his passions for creativity and writing. He does not mention his work for Razorfish.

- Jackie, an employee, lists herself as a Razorfish employee on her MySpace profile for informational purposes but does not discuss Razorfish or her client work at all.

- Several Razorfish employees form their own MySpace group to discuss their passion for the films of Robert De Niro, but they do not discuss work.

For additional reading

Want to become a better blogger or tweeter? Here are some resources:

- *The Corporate Blogging Book*, by Debbie Weil

- *Naked Conversations: How Blogs Are Changing the Way Businesses Talk with Customers*, by Robert Scoble and Shel Israel

- *SmartBrief on Social Media* (http://www.smartbrief.com/socialmedia/index.jsp?campaign=webIndustries)

- *The Twitter Book* by Tim O'Reilly and Sarah Milstein.

- *The Weblog Handbook: Practical Advice for on Creating and Maintaining Your Blog*, by Rebecca Blood.

Got Suggestions?

How can we make these guidelines better? Please contact David Deal with your ideas. Thank you.