

Social Media Guidelines

In the spirit of best practices and partially inspired by Charlene Li/Forrester and Channel 9 – our blogging code of ethics:

- We will tell the truth. The whole truth and nothing but the truth.
- We only delete comments that are spam, profanity, hate or infringe on copyrights. Offenders may be banned from commenting.
- We will speak with our own voices, not glossy corporate speech.
- We will correct any errors or omissions promptly, noting when we do.
- If we disagree with other opinions, we will do so respectfully.
- We will reply to comments, where appropriate, as promptly as possible.
- We will link to references and source materials directly

Please also consider the following when engaging with other people online:

- Try to add value. Provide worthwhile information and perspective. Webtrends is best represented by its people and what you publish may reflect on all of us.
- Respect your audience. The right time to jump in to a conversation is when your contribution either solves a problem or relieves pain.
- You are personally responsible for the content you publish on any form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy, as well as ours. Respect copyright, fair use and financial disclosure laws.
- Identify yourself and your role at company when you discuss Webtrends or Webtrends-related matters. Make it clear that the views expressed are yours and do not necessarily represent the views of your employer. Know and follow our general business conduct guidelines.