



Social Media Guidelines

- 1) Mason, Inc. employees are personally responsible for the content they publish on social networking websites or any other form of user-generated media. Keep in mind that everything you publish will be online for a long time.
- 2) Identify yourself – State your name and (when relevant) position at Mason, Inc. When discussing Mason or Mason related matters you must write in the first person, and make it clear that you are speaking for yourself and not on behalf of Mason, Inc.
- 3) If you publish content to any personal blog or website and it has to do with work, use a disclaimer such as: “The postings on this site are my own and do not represent my employer’s positions, strategies or opinions.”
- 4) Don’t provide Mason, Inc.’s confidential information. If a conversation is meant to be private make sure you ask permission before publishing elsewhere.
- 5) Don’t cite or reference clients or associates without their approval. If you do have approval, link back to the source when possible.
- 6) Respect your audience. Don’t insult, use obscene language, or behave in any way that would not be appropriate in the Mason, Inc. office.
- 7) Cite references when possible. Identify who is talking about similar content and link back to them if possible.
- 8) Be aware of your association with Mason, Inc in social networks. This includes profiles, posts, or statements made.
- 9) Don’t pick fights, and accept and correct any mistakes you have made.
- 10) Add value online. Represent Mason, Inc online to the best of your ability by providing worthwhile while information in social networks and conversations occurring online.