SOCIAL MEDIA POLICY

This Social Media Policy (this "Policy") of _____ (the "Company") takes effect on _____. It sets the rules for the use of social media by the people it covers and replaces any earlier social media policy of the Company.

This Policy covers (check one): [ ] employees' personal social media use only [ ] employees who post on the Company's official accounts [ ] both [ ] employees, contractors, consultants, interns and volunteers ("Covered Persons"). Questions and reports go to _____.

1. SPEAKING FOR THE COMPANY

Only _____, and people that person authorizes in writing, may speak for the Company on social media. Official accounts (_____) are managed by _____, who keeps the log-in credentials. The accounts, their followers, content and credentials belong to the Company.

Posts on official accounts need approval (check one): [ ] every post [ ] only posts about legal, financial, safety, personnel or crisis matters [ ] no advance approval within the Company's guidelines. Time spent posting for the Company is time worked and is paid.

2. PERSONAL USE OF SOCIAL MEDIA

Personal posts are each person's own responsibility. These rules apply only where a post involves the Company, its business, or the customers, vendors and people who work with it. Covered Persons may not post the Company's confidential information (trade secrets, customer data, unreleased financial results and similar nonpublic business information). Confidential information does not include wages, hours, benefits or other working conditions, which employees are free to discuss.

Covered Persons may not use social media to threaten people connected with the Company, to harass or discriminate against them because of a characteristic protected by law, or to post anything that would break the Company's anti-harassment or workplace violence policies at work. A post that is merely critical of the Company is not a violation. Posts about the business that could be taken as the Company's view include a statement such as "_____".

3. USE DURING WORKING TIME

Personal social media use during working time (check one): [ ] brief use is fine if it does not interfere with work [ ] only on breaks, meal periods and before or after work. [ ] No social media while driving on Company business or operating equipment.

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4. POSTS ABOUT COMPANY PRODUCTS AND SERVICES

Anyone who posts about the Company's products or services states the connection to the Company in the post itself, in plain words such as "_____". The FTC's endorsement guides call for this kind of connection to be disclosed clearly and conspicuously (16 C.F.R. § 255.5). Reviews on retail and review sites are [ ] allowed with the disclosure [ ] not allowed. Covered Persons share only honest views and make no product claim the Company does not make.

5. MONITORING AND PRIVACY

The Company will not ask anyone for the username or password of a personal social media account, or ask anyone to log in to one in front of a Company representative. The Company may view public content and content reported to it, but it does not track social media to learn about union or other protected activity.

Monitoring (check one): [ ] the Company may monitor use of its own devices, networks and accounts by lawful means [ ] no routine monitoring. State notes: California Labor Code § 980, 820 ILCS 55/10 (Illinois) and New York Labor Law § 201-i limit requests for personal account access. New York employers that monitor phone, email or internet use must give written notice, acknowledged by the employee and posted in the workplace (N.Y. Civ. Rights Law § 52-c).

6. PROTECTED RIGHTS

Nothing in this Policy limits any employee's rights under Section 7 of the National Labor Relations Act (29 U.S.C. § 157), including the right to discuss wages, hours and other working conditions with coworkers and others, on social media or anywhere else, to support a union, and to act together for mutual aid or protection. Nothing in this Policy prevents reports to a government agency or any other disclosure the law protects.

7. VIOLATIONS AND GENERAL TERMS

Violations may lead to discipline, up to and including termination of employment, or the end of a contractor's or volunteer's engagement. The Company may ask for removal of a post that violates this Policy but never of content the law protects. This Policy is not a contract of employment. The Company may change it with a copy to Covered Persons. Additional terms: _____.

8. ACKNOWLEDGMENT

I have received and read the Social Media Policy of _____, effective _____, and I agree to follow it. I understand that it does not limit my right to discuss wages, hours or other working conditions, that any official account I post on belongs to the Company, and that this Policy is not a contract of employment or of engagement.

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SIGNATURES

Employee or Covered Person

Signature: _____ Date: _____

Printed Name: _____

Company Representative

Signature: _____ Date: _____

Printed Name: _____

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