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### SOCIAL MEDIA POLICY

This policy covers use of various social media platforms and programs, including, but not limited to, blogs, Twitter, LinkedIn, Facebook, Myspace, and product or service review sites like CitySearch, Yelp, etc.

We understand that some employees may maintain social media sites or profiles or may contribute posts to the sites or profiles of other people, businesses, or groups.

It is important to understand that posts, images, tweets, and messages and e-mail can be re-sent around the world. Even if you take precautions to restrict access to your site, posts, or profile, it is possible that someone—perhaps even someone who is permitted to view the site—can copy it and use it in a way you did not intend.

To protect <insert company>’s interests, we expect that employees who maintain or contribute to social media sites will abide by the following guidelines, as well as practice common sense.

* <insert company> Information and Electronic Systems, including computers and internet access, are not to be used for social media, including updating your personal website or profile, unless you have received prior authorization from your immediate supervisor.
* When discussing your work on a social media website, whether at home, work or otherwise, you must abide at all times with all legal and ethical requirements, as well as <insert company> policies found in this Handbook, including without limitation our policies prohibiting discrimination, harassment, and retaliation.
* You may not disclose via social media any of <insert company> confidential or trade secret information, including without limitation information about our products, services, customers, employees, and vendors that you learn in the course of your employment.
* Only <insert company> officers may represent the Company or authorize a third party to represent it as <insert company>. There can be no other “official” <insert company> sites, pages, or channels on You Tube, Twitter, Facebook, etc., unless they are authorized by <insert company> officers.
* Recognize that the Company may address as a disciplinary issue any language that you post in a blog or on a social media site that reflects negatively on your work ethic or your level of commitment to and compassion for our customers.
* We hope that our employees would recommend our services. However, <insert company> does not encourage its own employees to “guerilla market” our services online. If you—or someone in your immediate family, like a spouse, parent, child, or sibling—do make any such recommendation or review, the review must disclose the employment relationship.

Finally, when using social media, you must be respectful. You may not post discriminatory, defamatory, libelous or slanderous comments when discussing <insert company>, its officers, your supervisors or co-workers, our customers or our competitors on any social media. You should not use social media as a vehicle for personal attacks. Social media postings by you that reflect negatively on <insert company>, its employees, vendors or customers, or that otherwise violate any provision of this policy may result in discipline up to and including termination from employment.

Nothing in this policy is intended to prohibit any employees from engaging in communication with other <insert company> employees about working conditions or issues. Nothing in this policy is intended to prohibit employees from engaging in protected concerted activities or making protected statements and reports to the proper internal and external authorities.