



SOCIAL MEDIA GUIDELINES

Social media and online sharing platforms are powerful communication tools that allow you to reach a larger audience than has ever been possible before. **Location** respects your right to utilize social media and supports your right to free speech.

We ask that while using social media that you bear in mind that the content you produce may have a profound effect on **Location**, its relationships with customers and clients, and its overall well-being. With that in mind, any employee who fails to adhere to any of the Company's expectations with regard to online social media behavior will be asked to participate in restorative processes or accountable for other discipline up to and including termination.

Our Expectations for Employees' Personal Behavior in Online Social Media

- 1. Ethical Behavior.** Always adhere to **Location** Code of Conduct, and its Anti-Harassment policy. **Location** has zero tolerance for behavior that is harassing, discriminatory, offensive, illegal, or disparaging of any person or company and that applies online in the same way as it applies in the workplace.
- 2. Personal Responsibility.** Remember that you are responsible for your actions while online as well as in the workplace. If you post anything that may tarnish **Location** image, you will be responsible for that act the same as if you had said it directly to your supervisor or other employer. We urge you to post freely but also exercise sound judgment and common sense.
- 3. Transparency.** If you decide to endorse or provide a testimonial with regard to **Location**, its products, any of our competitors, or their products you must identify yourself by name and as an employee of **Location**.
- 4. Respect Our Confidential Information and That of Your Colleagues.** Do not at any time disclose information that is confidential, including proprietary company information, customer information, supplier and vendor information, personal employee information, pricing information, copyrighted information such as the **Location** logo, image, trademarks, or any other information not generally available to the public.