

Sigma Web Marketing Social Media Policy

A. OUR VIEW OF SOCIAL MEDIA

1. The same principles and guidelines that apply to employees in general, apply to activities online. However, due to the nature of the Internet, more accountability is to be expected.
2. Social media is largely about connecting, teaching others, helping others, and having fun.
3. Social media is also a valuable resource to learn how to use.
4. Social media is more than just Facebook, Twitter, and LinkedIn. It includes blogs, comments on blogs, online networks, and any other Internet-based tools for sharing and discussing information.

B. OUR EXPECTATIONS

1. Be helpful and supportive, even while not at work.
2. Be respectful to your employers, coworkers, and even competitors. (This includes past, present, and potential coworkers.)
3. Each individual is responsible for what they post online, even while not at work.
4. There is no such thing as “these thoughts are mine, and not those of my employer.” If I meet you in a restaurant, are you a different person than if I see you at the movies?
5. Speak in the first person (I not we) when referring to your work.
6. Each individual should choose for themselves if they will use social media.
7. You are legally liable for anything you write or present online.
8. Employees can be appropriately disciplined and/or sued by the company for commentary, content, videos, or images that are defamatory, pornographic, proprietary, harassing, libelous, or can create a hostile work environment.

C. BE RESPECTFUL AND KIND

1. You are encouraged to share your insights, express your opinion, and share information as appropriate, especially when it is helpful to others.
2. Try to add value to what others are doing and saying.
3. Please post knowledgeably, accurately, and use appropriate professionalism.
4. Be quick to correct your own mistakes and admit when you are wrong.
5. Do not use ethnic slurs, insults, obscenities, etc.
6. Do not engage in conduct that would not be acceptable behavior.
7. Be considerate of others’ privacy and topics that could be considered personal, such as religion or politics.
8. Do not pick fights.

D. PROTECT YOUR IDENTITY

1. Please be smart about protecting yourself and your privacy online.
2. Your online presence reflects the company. Be aware that your actions captured via



- images, videos, posts, or comments can reflect that of the company.
3. Unless given permission by your manager, you are not authorized to speak on behalf of the company, nor to represent that you do so.
 4. We discourage the use of posting online anonymously, using pseudonyms, or false screen names. We believe in honesty and appropriate transparency.
 5. When appropriate, please direct others to the official website and social media accounts of the company.

E. PROTECT CONFIDENTIAL & PROPRIETARY INFO

1. We believe in good communication between employees, partners, customers, and the general public.
2. Never reveal any confidential and/or proprietary information.
3. Never identify customers, partners, or suppliers by name without permission.
4. Do not cite or reference clients, partners, or suppliers without their approval. If you do make a reference, link back to the source if possible.
5. Always respect copyright and trademark laws, including logos.
6. Do not plagiarize others.
7. If you have any question on what has been released to the public, speak with Larry Levenson. Do so before releasing information that could potentially harm the company, our current or potential products, employees, partners, and customers.