

社交媒体使用方针

Social Media Use Guideline

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Rockwell Collins CETC Avionics Co., Ltd.

Approval

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1 目的 Purpose

为中电科柯林斯航空电子员工使用社交媒体提供标准。该政策指明适用于中电科柯林斯航空电子公司电脑资源和员工个人电脑资源的预期行为。

The company recognizes the importance of continuous learning and encourages employees to develop and upgrade themselves. Every effort is made to provide and support the proper training as per the target needs of the company and the employees.

2 范围 Scope

适用于中电科柯林斯航空电子有限公司全体员工。

It is applied to all employees of Rockwell Collins CETC Avionics Co., Ltd.

3 定义 Definitions

3.1 社交媒体 Social Media

社交媒体——社交媒体指多种在线轻松分享文字、图片、音频和视频的工具。社交媒体鼓励用户积极贡献信息。博客、微博、百科和社交网络是社交媒体的一些示例，让用户得以在线互动。该定义适用于由内部管理和由外部管理的工具。

Social Media – Social media refers to various tools designed to make it easy to share words, pictures, audio and video on the Web. Social media encourages you to become an active contributor of information. Tools such as blogs, micro-blogs, wikis and social networks are examples of social media which enable you to interact online. This definition applies to both internally hosted and externally hosted tools.

3.2 社交网络 Social Network

社交网络——允许用户创建个人资料，发布包括地理位置、兴趣爱好、图片和个人状态等信息的站点。用户可以向属于同一社交网络的其他在线联系人发送和接收信息。外部示例如微博、微信、Facebook，领英等。内部示例如谷歌应用。

Social Network – Sites that allow a user to create a profile and post information, such as location, hobbies, photos and status. It also allows you to send and receive correspondence with other online contacts who are part of the network. External examples include Weibo, Wechat, Facebook, LinkedIn, etc. Internal examples include Google Applications.

3.3 博客 Blog

博客——在线日志。博客（blog）一词源自网络日志（Web log）。博客中表达的观点想法比论坛更加深刻。博客中可回复读者留言，对于你在思考或分享的想法收集更多反馈。这样，博客也有助于有同样想法的读者，从他们未曾考虑到的角度看问题。更新博客的动作被称为“写博客（blogging）”，博客的拥有者被称为“博主（blogger）”。

Blog – Online journal. The term blog comes from “Web log.” Blogs are useful for expressing an idea with more depth than you would use in a forum. Blogs also allow comments back from

readers and are most useful in getting additional feedback on ideas you're formulating or sharing. In this way, blogs can also help others who may be considering the same ideas, but hadn't considered your position. The act of updating a blog is known as blogging, and someone who keeps a blog is known as a blogger.

3.4 微博 Micro-blog

微博—微博是博客的一种。不同于传统形式的博客，微博通常更短，一条微博可由片段化的短句，图片或内嵌的视频组成。外部站点如新浪微博、Twitter。

Micro-blog – A micro-blog is a form of blog. It differs from a traditional blog in that its content is typically much shorter, in both actual size and aggregate file size. A micro-blog entry could consist of nothing but a short sentence fragment, or an image or embedded video. External examples include Sina Weibo, Twitter.

3.5 论坛 Forum

论坛—论坛基于互联网的信息板，成员就特定话题分享信息，主持讨论。全体成员均可参与。论坛发文可被一些或很多人可见。天涯社区就是一个论坛的例子。

Forum – An internet-based message board where members share information and host discussions around specific topics. All members can contribute. Forums posts can be read by a few or many people. Tianya is an example of Forum.

3.6 播客 Podcasts

播客—音频或视频，博客或其他内容的多媒体形式。

Podcasts – Audio or video recordings that are a multimedia form of a blog or other content.

3.7 维基百科 Wiki

维基百科—多名作者协同贡献内容的网页。维基百科可被视为一部持续更新的参考书。任何人可以直接编辑、删除或修改维基百科站点上的内容，而无需使用任何网页工具，如 HTML 编辑器、文件传输或与网页设计相关的工具。维基百科常被认为用于形成“完成式”的定义与解释。

Wiki – A website that includes the collaboration of work from many different authors. A wiki can be thought of as a reference book that's constantly being updated. Anyone can edit, delete or modify the content on a wiki site without the use of a Web tool such as an HTML editor, file transfer utility or other tools associated with Web design. Wikis are usually considered to be tools that produce 'finished' definitions or explanations.

3.8 云计算 Cloud Computing

云计算—将计算以服务而不是产品形式交付，通过网络将共享资源，软件和信息提供给同一网络下的计算机和其他设备。云计算提供计算、软件应用程序、数据访问、数据管理和存储资源，不需要用户了解基础设施的位置和其他细节。外部例子包括 Google Documents 或 Dropbox。

Cloud Computing – Delivery of computing as a service rather than a product, whereby shared resources, software and information are provided to computers and other devices as a utility over a network. Cloud computing provides computation, software applications, data access, data management and storage resources without requiring cloud users to know the location and other details of the computing infrastructure. External examples include Google Documents or Dropbox.

3.9 公司计算机资源 Company Cloud Computing

公司计算机资源—与以下任何领域先关的所有公司拥有或租借的计算机硬件，包括工作站、个人计算机、传真设备、打印机、PDA、计算机软件、网络、数据和其他与任何以下资产相关的：基于计算机的信息技术，计算机安装和相关通信系统。

Company Computing Resources – All Company-owned or leased computer hardware, including workstations and personal computers, fax devices, printers, PDAs (personal digital assistants), software, networks, data, and other assets related to any of the following: computer-based information technology, computer installations and related communications systems.

3.10 公司认可的社交媒体 Company Endorsed Social Media

公司认可的社交媒体—所有公司拥有的软件、网络、数据和其他与以下任何领域相关的资产：基于计算机的社交媒体技术，计算机安装和相关通信系统。

Company Endorsed Social Media – All Company-owned software, networks, data and other assets related to any of the following: computer-based social media technology, computer installations and related communications systems.

4 总则 General

4.1 社交媒体在全球范围内日益普及。它帮助我们与利益相关方学习和分享信息，同时向大众沟通我们公司的信息。公司鼓励员工熟悉中电科柯林斯航空电子《商业行为准则》。由中电科柯林斯航空电子《商业行为准则》所定义，适用于一般行为的原则、规范和标准，同样适用于员工的网上行为，包括内部渠道和外部渠道。

Social media is of growing prevalence in the world-wide marketplace. It enables us to learn from and share information with our stakeholders, as well as communicate with the public about our Company. The Company encourages its employees to become familiar with the RCCAC Standards of Business Conduct. The same principles, guidelines, and standards that apply to your activities in general, as defined by RCCAC Standards of Business Conduct, apply to your activities online, both on internal and external channels.

4.2 员工应尊重版权，合理使用法律。为保护公司和员工自身，员工必须尊重有关版权的法律并合理使用他人享有版权的资料，包括不属于中电科柯林斯航空电子及洛克韦尔柯林斯的版权、商标和品牌。

Respect copyright and fair use laws. For the Company's and your own protection, it is critical that employees adhere to the laws governing copyright and fair use of copyrighted material owned by others, including copyrights outside of RCCAC's and Rockwell Collins' trademarks and brand.

4.3 绝大多数情况下，必须预先取得许可，才可在公司许可的社交媒体上发布，分享或传播包含可识别个人的图片或视频。

In most cases, prior permission must be obtained before photos or videos of individuals whose images are identifiable can be posted, shared or distributed on company endorsed social media.

5. 禁止行为(外部/内部站点) Prohibited Behaviors (External or Internal Site)

5.1 不得分享任何有关于公司未来业务表现，业务规划或展望的非公开信息。包括下一财务季度或其他未来时间段的声明，潜在业务收购或联合信息。非公开信息只可通过指定人员，如 GM 或 CFO，在指定信息发布渠道向外界发布。

Do not share any material nonpublic information related to the Company such as future business performance, business plans or prospects. This includes statements about an upcoming fiscal quarter or other future periods, as well as information about potential business acquisitions or alliances. Material nonpublic information should be communicated outside the Company only through designated persons, such as the GM or CFO, and through approved communication channels.

5.2 员工不得在未经罗克韦尔柯林斯或中电科柯林斯航空电子批准的云计算/外部协作资源，如 Yammer，Google Documents 或 Dropbox 上发布或上传工作相关的内容或文件。员工不得在云计算资源发布任何 ITAR 控制的技术数据。

Employees must not post or upload work-related content or documentation on non-Rockwell Collins or RCCAC approved cloud computing/external collaboration resources such as Yammer, Google Documents or Dropbox. Employees also must not post any ITAR controlled technical data on a cloud computing resource.

5.3 未经许可不披露客户、合作伙伴或供应商名称。

Do not identify a customer, partner or supplier by name without permission on social media platforms.

5.4 员工不得在社交媒体发布、披露或使用中电科柯林斯航空电子机密专有信息，受进出口控制限制的技术数据，或其他任何个人或公司信息。任何中电科柯林斯航空电子知识产权的发布由 RCCAC-CD-POL-001，《知识产权保护政策》定义与限制。

Employees must not publish, disclose or use RCCAC confidential or proprietary information, technical data subject to import/export control restrictions or that of any other person or Company on social media platforms. The publishing of any RCCAC Intellectual Property is defined and subject to [RCCAC-CD-POL-001 IP Protection Policy](#).

5.5 员工在使用社交媒体时，不得从事《中华人民共和国网络安全法》禁止的行为，包括但不限于：危害国家安全，煽动民族歧视，传播暴力、淫秽色情信息，编造和传播虚假信息扰乱经济和社会秩序，侵犯他人名誉、隐私和知识产权。

Employees must not, when using Social Media, do any action prohibited by the Cybersecurity Law of the People's Republic of China, including but not limited to: engaging in activities harming national security, inciting ethnic discrimination, dissemination of violent, obscene and sexual information, fabricating and disseminating false information to disorder the economic and social order, as well as to infringe other's reputations, privacy, intellectual property rights.

5.6 经理不强制要求与直接汇报下属在个人社交媒体上进行连接。

Managers may not mandate connecting with direct reports on personal social networks.

6 组织使用 Organizational Use

6.1 总则 General

公司中职责包含使用外部社交媒体渠道的员工（如高校关系，人才招聘，市场营销，销售和企业通讯）须由总经理批准，并确认其代表中电科柯林斯航空电子，使用为对应业务目的创立的公司账号。

Employees who use external social media channels as part of their role for the organization (i.e., University Relations, Talent Acquisition, Marketing, Sales and Corporate Communications) must be approved to do so by the General Manager and must identify that they are speaking on behalf of RCCAC and use the corporate account created for that business purpose.

6.2 招聘人员/招聘经理社交媒体的使用 Recruiters/Hiring Managers Use of Social Media

招聘专员/招聘经理社交媒体的使用。如使用社交媒体有助于评估职位候选人，招聘人员可考虑与候选人先前工作经历或候选人的诚信度、性格特点有关的信息，但不可考虑潜在的歧视性信息，如年龄、种族、肤色、宗教信仰、性别、性取向或残疾。

If using social media to help evaluate job candidates, hiring personnel may consider information related to previous work history or the applicant's trustworthiness or character, but may not consider potentially discriminatory information such as age, race, color, religion, gender, sexual orientation or disability.

6.3 领导行为 Leader Behavior

领导使用社交媒体应考量所发布的信息是否可能被误解为公司观点。仅通过标准免责声明并不能免除领导者使用社交媒体的特殊责任。领导者应将在社交媒体发布的内容置于与其工作，外界对公司的看法，作为领导者角色有关的情境下进行考量。

Leaders using social media must consider whether information they publish could be misunderstood as expressing our Company's views. A standard disclaimer does not by itself exempt leaders from a special responsibility when using social media tools. Consider the context of your comments while on social media as it relates to your job or perception of the Company or you as a leader.

同时，使用外部博客或其他社交媒体平台向员工沟通内部信息是不合适的。

Also, it is not appropriate to use an external blog or other social media platform to communicate internal information to employees.

7 个人使用 Personal Use

7.1 员工使用社交媒体不能干扰其工作表现或对客户的承诺。

Employees' participation on social media must not interfere with their job performance or commitments to our customers.

7.2 员工就中电科柯林斯航空电子相关或其他可视为与公司业务相关的话题发表评论时,应指明内容谨代表个人意见观点,并不代表中电科柯林斯航空电子的观点或由公司授权发表。总的来说,员工谨代表个人发表言论,不代表公司。公司鼓励员工:

When commenting on topics related to RCCAC or that could be considered to be its business, anything you post must be clearly understood to be your opinion and not the opinion of or an endorsement by RCCAC; speak for yourself and not for the Company as a whole. Employees are encouraged to:

- 使用其真名
Use their real name;
- 表明为中电科柯林斯航空电子工作
Identify that they work for RCCAC;
- 清楚指出对于他们正在讨论的内容,你有既得利益
Clearly state if you have a vested interest in something they are discussing.
- 使用免责声明,如“本处发布信息纯属个人观点,不代表中电科柯林斯航空电子的意见观点。”
Use a disclaimer, such as “The postings on this site are my own and don’t necessarily represent the views or opinions of RCCAC.”

8 监督 Monitoring

8.1 公司保留权利登录,查看和监控公司计算机资源(无论与业务还是私人事务相关)的任何使用,用于系统维护,确保信息、数据和记录的安全性和完整性,检查是否符合公司政策,法律或规定,同时可检视,复制或删除任何时间在公司计算机资源上的传输,接收或存储的任何消息或文件。除非法律法规要求,该操作可不告知用户。

The Company reserves the right to log, review and monitor any use of Company Computing Resources, whether business or personal, for purposes of systems maintenance, ensuring the security and integrity of information, data, and records, investigation compliance with Company policies, laws or regulations, and to inspect, copy or delete any message or file transmitted, received or stored on Company Computing Resources, at any time with or without notice to users unless such notice is required by other law or regulation.

8.2 中电科柯林斯航空电子监督其品牌在社交媒体上的表现。鉴于该监督活动,公司将查看包含公司名称的社交媒体发布内容。

RCCAC does monitor our brand on social media channels. Because of that monitoring, the Company will see posts referencing our Company name in social media.

8.3 除非员工登陆中电科柯林斯航空电子网络,中电科柯林斯航空电子不监督员工在个人电子设备上的社交媒体使用情况。

RCCAC does not monitor employee use of social media on personal electronic devices unless you are logged in to the RCCAC network.

9 违规行为 Violations

9.1 违反中电科柯林斯航空电子《商业行为准则》或上述信息安全流程与标准的行为可导致包括终止劳动合同在内的纪律性处分。

Failure to comply with the provisions of our RCCAC Standards of Business Conduct or the Information Security Procedures and Standards referenced above may result in disciplinary actions up to and including termination of employment.

9.2 员工对使用中电科柯林斯计算机资源负责，需确保熟悉并遵守相关的安全限制和公司政策。违反本政策或信息安全流程与标准的行为可导致包括终止劳动合同在内的纪律性处分。

Employees are accountable for their use of RCCAC computing resources and must ensure that they are familiar with and abide by relevant security restrictions and policies of the Company. Failure to comply with the provisions of this Policy or the Information Security Procedures and Standards may result in disciplinary actions up to and including termination of employment.

10 补充说明 Supplementary Information

本规定自 2017 年 09 月 29 日起生效，由人事行政部负责解释。公司有权在认为适当时不时修改、补充或废除规定并通知员工。本规定以中、英文书写。若两种版本存在不一致，以中文为准。

This regulation shall take effect from Sep. 29th, 2017 and be explained by HRA department. Company reserves the right to revise, supplement or rescind the policy from time to time as it deems appropriate in accordance with law. Employees will be notified of such changes as they occur. This regulation is written in both Chinese and English. In case of any discrepancy, the Chinese version shall prevail.