



# Northwestern Mutual UPAF 2020 Scavenger Hunt *(Powered by GooseChase Adventures)*

*Terms of Service and Acceptable Use Policy*

Welcome to the Northwestern Mutual UPAF 2020 Scavenger Hunt powered by GooseChase! We are so glad you have decided to explore and engage with us!

Please review the following information to learn more about participation, the great prizes you are competing for this week, and for a refresher on acceptable use of social media:

## **Participation:**

The 2020 Northwestern Mutual Scavenger Hunt is only eligible to those that have an email address with a domain of northwesternmutual.com. The system will be regularly swept for (including but not limited to) fake email addresses, anything inappropriate, falsified check-ins, and generalized cheating.

## **Prizes:**

Winners will be selected at the conclusion of the UPAF 2020 Campaign (Friday, March 20, 2020 6:00 AM CST) Please check with your department for further prize details.

By participating in the Northwestern Mutual 2020 Scavenger Hunt, you agree to the following Northwestern Mutual employee social media guidelines, which can be found on the Digital Commons (DC) by searching "home office employee social media guidelines."

# Home Office Employee Social Media Guidelines

**Summary:** Northwestern Mutual encourages its employees to use social media to discuss Northwestern Mutual. However, as discussed below, such content may not include discussions of the company's products or services.

The vast majority of NM employees use social media. Social media can be an effective tool for employees to communicate with others about their experiences working at NM. It can also be useful to help recruit other employees to work for the company and help demonstrate the company's approach to business.

But when social media content includes a discussion of, or references to the company's products or services - including insurance products, investments or other financial service topics like financial planning concepts -- a number of laws, regulations and rules apply that could limit or prohibit the content. For this reason, employees may not discuss these topics on their personal social media.

## CAN EMPLOYEES TALK ABOUT NM? WHAT CAN WE TALK ABOUT?

All home office employees may use social media and social messaging sites to talk about Northwestern Mutual in broad terms, including expressions of pride in the company, our philanthropy, job openings, and other similar topics. Several permissible and impermissible examples are provided below.

There are topics that employees may not discuss on social media if an employee is writing/creating the content on his/her own:

- **Financial planning concepts** (including but not limited to financial plans and planning, insurance, securities, investment advisory products/services/programs, budgeting, financial literacy, debt management, college education, retirement, estate and legacy planning)
- **Industry standing and/or financial accolades** (e.g., financial strength ratings, dividend strength, assets under management, etc.). However, employees may share posts about company accolades related to our careers (e.g. "Best Place to Work," "World's Most Admired Company," etc.)
- **Confidential information** (personal information about clients; proprietary business content, etc.)
- **Solicitations** (to purchase or leading to a purchase, or referrals to an advisor)

## EXAMPLES OF WHAT'S OK AND WHAT'S NOT:

TOPIC	OK TO SAY SOMETHING LIKE THIS	CANNOT SAY SOMETHING LIKE THIS
General observations	Check out the amazing view from the Northwestern Mutual Tower & Commons!	This is what financial security looks like from 32 stories up! ( <i>referencing our offerings</i> )
Careers	This is an exciting time at Northwestern Mutual. We're hiring for a new Asst. Director of Technology. Join our team. I love it here. Please share!	With our new Asst. Director of Technology, we will build planning software and provide consumers with the financial future they deserve! Apply today! ( <i>referencing our offerings</i> )
Innovation / Technology	Had a great time at today's Hackathon event. Inspired by my company's commitment to innovation!	Had a great time at today's Hackathon event. We will make the best possible financial planning client experience! ( <i>referencing our offerings</i> )
Events	Inspired by Jane Smith's speech on the future of technology at today's conference. AI, AR and VR are the future. #respect	Agree with Jane Smith's speech. More people need a financial plan and permanent life insurance forms the

NM Thought Leadership	This article by one of our leaders wonderfully captures our company's past, present and future. Excited to work here and be a part of it!	foundation for everyone. <i>(referencing our products)</i> This article nails it! People need a plan, need insurance, and need investment products. NM is the best company to give consumers what they need. <i>(making a claim about our offerings and the company beyond personal experience)</i>
Website that does not mention NM	Loved this article about Milwaukee.	Loved this article about life insurance. Everyone should have it. <i>(referencing our products)</i>
Volunteerism/Philanthropy	Proud of NM for giving a #STEM grant to ABC School! NM and all Milwaukee companies need digital innovators. Such a needed career field. #MKE	Proud of NM for giving a #STEM grant to the ABC school. At NM, we have a huge need for digital talent – so we can deliver financial security to more consumers. <i>(referencing our offerings)</i>
Diversity & Inclusion	So excited to march with NM's XYZ ERG in the parade today! Proud to work at a company that cares about inclusive workplaces and the people I love.	So excited to march with NM's XYZ ERG in the parade today! Everyone I know in the XYZ community can benefit from financial planning guidance. Proud to work at a company that can deliver financial security to people I love. <i>(referencing our offerings)</i>
Accolades	We're one of the World's Most Admired Companies! So proud of my company.	Moody's just reaffirmed NM's AAA financial rating. People can trust NM's financial strength to protect them. <i>(making a claim about the company)</i>

## DO I NEED TO REFERENCE MY AFFILIATION WITH NM?

Yes, if you post about the company on your social media site. Complete disclosure of one's employment with Northwestern Mutual is required for social media use by employees when endorsing the company and when posting comments that are accompanied by a Northwestern Mutual advertisement. (Note: This can be disclosed in your social media profile or written within the post itself.)

Regulations require employees to disclose the connection they have as an employee, acting as an endorser for an employer advertising, because the employee–employer relationship can materially affect the weight or credibility of the endorsement.

## WHAT SOCIAL MEDIA CHANNELS DO THE GUIDELINES APPLY TO?

These guidelines apply to electronic communications, including blogs, e-mail, social media sites (including, but not limited to, LinkedIn, Facebook, Twitter, Instagram, Google+, YouTube, etc.), social messenger services (Facebook Messenger, LinkedIn InMail, Twitter Direct Messages, etc.) and other similar technologies or platforms. The Northwestern Mutual Guidelines for Business Conduct, found on the Digital Commons and shared with employees annually equally apply.

## CAN I SHARE TRADEMARKED OR COPYWRITTEN MATERIALS?

Generally, no. Employees should be mindful that there are established prohibitions that cover Northwestern Mutual trademark and copyright use, and those rules apply to social media (i.e.: logos, brandings, products, etc.) and other electronic communications. Please use the following link for reference: Copyright Considerations: Communications Department

## WHAT ELSE SHOULD I KEEP IN MIND?

Common sense is the best guidance when using social media. Employees should remember that anything that is said, written, or done on social networks is public, permanent and cannot be retracted. Due to the nature of social media it is likely that a message will broadcast beyond an employee's intended audience. Employees should carefully consider how they may feel at a future time about a message sent today.

Additionally, what an employee reveals about himself/herself can also be used by those engaged in identity theft. Caution should be exercised in what is disclosed and employees should be mindful how that information may be used to harm them.

Please note, authorized corporate employees monitor all mentions of Northwestern Mutual (as the branding name of the organization) as part of the company's ongoing stakeholder engagement and advertising strategies.

## CAN I CONNECT WITH MY MANAGER OR CO-WORKERS?

Connecting with managers, team members or co-workers is not prohibited – and in some cases it's encouraged. In other cases, there may be reasons to avoid it (to prevent revealing potentially confidential or personal details about employees that would otherwise not be available in the workplace, like medical information, religious affiliation, etc.)

Whether you do or don't, we recommend consistency. Leaders should be consistent about connecting – or not connecting – with their reports in order to avoid perceptions of favoritism or discrimination.

## RELATED NORTHWESTERN MUTUAL POLICIES AND GUIDELINES

- Always safeguard any and all confidential, proprietary, client and business information, as outlined in the [Confidentiality Policy](#)
- Always seek prior approval for online group discussions as outlined in the [Internal Digital Collaboration Policy](#)
- Always keep in mind that the Talent Acquisition Team at Northwestern Mutual has the responsibility of providing employment reference information. We do allow employees to give personal (i.e. not business) references for their employees, described in our employee reference policy. Ensure compliance with the information and direction provided in the [References and Employment Verification Policy](#)
- Always remember the employee responsibility for ensuring respectful behavior at all times. The policies found in the Harassment Free Work Environment Policy and the [Safe Workplace Policy](#) apply to the use of social media
- Always remember users' personal correspondence should in no way appear to be official communications of the Company and no confidential information about Northwestern Mutual's business practices to include sales, marketing, and/or investments should be shared with anyone outside of Northwestern Mutual as outlined in the [Electronic Communication Systems Policy](#)
- Always remember we have designated individuals that are authorized to speak on behalf of the company, as outlined in the Media & Social Media Policies (for Home Office Employees). Please follow the direction provided in the policy to guide you in situations you believe comment from the company is necessary.
- Always remember that Northwestern Mutual employees are expected to avoid conflicts of interest and other activities which might give rise to questions of "fair dealing" on the part of company employees, as outline in the [Guidelines for Business Conduct](#)
- Always remember to apply common sense when utilizing the internet and social media sites. Information placed on the internet can easily be copied and shared with an unlimited audience

Nothing in this policy should be interpreted as prohibiting an employee's protected rights under Section 7 of the National Labor Relations Act or other applicable laws.

Additional privacy statements can be reviewed at the official GooseChase Adventures website. (<https://www.goosechase.com/privacy/>) Use of the GooseChase platform is completely voluntary; others who participate may be able to see your location and pictures. Please be sure to adhere to the previously stated Northwestern Mutual Social Media Guidelines.