

## **Social Media Policy**

Difax recognizes the importance of the Internet in shaping public thinking about your company and our current and potential products, employees, partners, and customers. Difax also recognizes the importance of our employees joining in and helping shape industry conversation and direction through blogging and interaction in **SOCIAL MEDIA**. Therefore, Difax is committed to supporting your right to interact knowledgeably and socially in the blogosphere and on the Internet through blogging and interaction in social media.

Consequently, these guidelines in this blogging and social media policy will help you make appropriate decisions about your work-related blogging and the contents of your blogs, personal Web sites, postings on wikis and other interactive sites, postings on video or picture sharing sites, or in the comments that you make online on blogs, elsewhere on the public Internet, and in responding to comments from posters either publicly or via email. The West Virginia Department of Education Internet Use Policy and Email Policies remain in effect within Simulated Workplace environment.

These guidelines will help employees open up a respectful, knowledgeable interaction with people on the Internet. They also protect the privacy, confidentiality, and interests of Difax as well as current and potential products, employees, partners, customers, and competitors.

### **Guidelines for Interaction about Difax on the Internet**

- If employees are developing a Web site or writing a blog that will mention Difax and/or current and potential products, employees, partners, customers, and competitors, identify that you are an employee of Difax and that the views expressed on the blog or Web site are yours alone and do not represent the views of the company.
- Unless given permission by your supervisor; employees are not authorized to speak on behalf of Difax, or to represent that you do so.
- If you are developing a site or writing a blog that will mention Difax and/or current and potential products, employees, partners, customers, and competitors, as a courtesy to the company, please let your manager know that you are writing them. Your supervisor may choose to visit from time to time to understand your point of view.

### **Confidential Information Component of the Blogging/Social Media Policy**

- Employees may not share information that is confidential and proprietary about the company. This includes information about trademarks, upcoming product releases, sales, finances, number of products sold, number of employees, company strategy, and any other information that has not been publicly released by the company.

These are given as examples only and do not cover the range of what the company considers confidential and proprietary. If you have any question about whether information has been released publicly or doubts of any kind, speak with your manager and the Public Relations department before releasing information that could potentially harm Difax or our current and

potential products, employees, partners, and customers. Employees may also want to be aware of the points made in the non-disclosure agreement signed when they joined Difax.

- Company logos and trademarks may not be used without explicit permission in writing from the company. This is to prevent the appearance that employees speak for or represent the company officially.

### **Respect and Privacy Rights Components of the Blogging/Social Media Policy**

- Speak respectfully about the Difax and current and potential employees, customers, partners, and competitors. Do not engage in name calling or behavior that will reflect negatively on Difax reputation. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by Difax and can result in disciplinary action up to and including **EMPLOYMENT TERMINATION**.
- Difax encourages employees to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about Difax and its employees, partners, and products.
- Honor the privacy rights of current employees by seeking their permission before writing about or displaying internal company happenings that might be considered to be a breach of their privacy and confidentiality.

### **Competition Component of the Blogging Policy**

- Employees may not sell any product or service that would compete with any of Difax products or services without permission in writing from the president. This includes, but is not limited to training, books, products, and freelance writing. If in doubt, talk with your manager and the president.

### **Your Legal Liability Component of the Blogging Policy**

- Recognize that you are legally liable for anything you write or present online. Employees can be disciplined by the company for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a **HOSTILE WORK ENVIRONMENT**. Employees can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

### **Media Contact Component of the Blogging Policy**

- Media contacts about **Difax** and current and potential products, employees, partners, customers, and competitors should be referred to your supervisor.