

Social Media Guidelines – Do's and Don'ts

As an employee or partner of Insulet Corporation, your engagement with our social media channels must reflect and support our corporate vision. In short, we all need to adhere to FDA regulations, product labeling, HIPAA compliance and common sense.

What does this mean?

DON'T

- Like user-generated comments/posts on any Insulet-owned social channel
- Comment on any Insulet-owned social channel post (even one that Insulet has posted!)
- Re-tweet user tweets
- Make any product claims at all in any fashion as a representative of Omnipod, even if the user is in error
- Call out anyone specifically as an Omnipod user or having diabetes (violating HIPAA)

DO

- Like/Subscribe/Follow Omnipod on any of our social channels – more great content for your social feed!
- Like Insulet-sponsored posts
- Share Insulet-sponsored posts with your friends and followers
- Re-tweet hash tags that have been sponsored by Omnipod