General Guidelines for Participating in Social Media at Red Hat

Social media refers to a collective term for websites and applications which focus on communication, community-building, content-sharing and interactions among people. Forums, blogging, and social networking are among the different types of social media where users create, share, and/or exchange information, personal messages and ideas. These activities include social networks, photo and video sharing, microblogging, social gaming, virtual worlds, online reviews, and more.

From Facebook, Instagram, and Reddit, to LinkedIn, Twitter, YouTube, TikTok, and beyond, social media has become a part of daily life, and virtually every Red Hat associate participates in some way. Your conduct and communications can reflect on and impact Red Hat, our brand, and our reputation. Following these guidelines will help you participate safely and productively, and connect you with the right people when you have social media questions or need to escalate an issue.

If you participate in social media on behalf of Red Hat, you are also expected to follow [an expanded set of guidelines.](#)

Think before you post and show respect. Whether you're posting to a personal account or an official channel, first think about how it will be perceived. When information is published online, it becomes part of the permanent record, even if it is removed or deleted. Remember that you cannot control any kind of information once it gets posted online. Assume that whatever you say or do through social media can be seen globally, instantly.

Disagreement and criticism are okay. But you should not post material (including comments, photos, or other media) that could reasonably be viewed as malicious, obscene, threatening, or that might constitute harassment or bullying. Doing so could lead to disciplinary action.
You are legally responsible for any content you post and may be subject to liability if your posts are found to be defamatory, harassing, or in violation of any other applicable law.

Protect Red Hat. While openness and transparency are core Red Hat values, associates should protect confidential information about Red Hat, our customers, our partners, and our suppliers. While Red Hat is no longer a public company, our actions can affect our parent company, IBM. Specifically, you should refrain from discussing any material information, particularly financial information, about Red Hat, IBM, or third parties with which we do business, that is not already in the public domain. As a general rule, Red Hatters should not comment on industry rumors, Red Hat customers and transactions, or our business plans unless specifically authorized to do so. All Red Hat associates, regardless of whether they are a company spokesperson, need to be careful about discussing, commenting or linking to articles on social media (or other forums) that relate to Red Hat's financial performance, sales, product adoption, or business prospects. If you spot something in the media or elsewhere that requires clarification, or if you have questions on whether it is safe to share or provide comment, reach out to the Corporate Communications team at communications@redhat.com. When in doubt, ask before you share or comment!

Also keep in mind privacy concerns for associates, customers, vendors, and others. You can find more information about what you should avoid sharing, commenting, or posting about in the policies referenced above.

Be open, honest, and transparent. When you interact with others about Red Hat (its business or any Red Hat product or service) online, you should identify yourself and disclose that you work at Red Hat. This means that associates should refrain from contributing anonymously, and even if you are commenting using a username/nickname that is widely associated with you, it needs to be obvious to anyone who may see your comments that you are associated with Red Hat.

Make it clear that you are speaking for yourself and not on behalf of Red Hat unless you have been officially authorized to speak on behalf of the company.

If you write a personal blog or use a personal account to participate in social media on a topic that relates to technology or your role at Red Hat, we ask that you make it clear that the opinions or views that you express are your personal opinions or views, and do not reflect those of Red Hat. Use a disclaimer, like one of these examples from Red Hat associates:

- *Author is Red Hat's open source evangelist although the opinions expressed here are strictly her own.*

- *The views expressed here are those of the author, and do not reflect the views of his employer.*

This transparency also applies to any third party—including agencies, vendors, and partners who may represent Red Hat online— as well as to endorsements solicited on behalf of Red Hat.

It's also important that associates be truthful when commenting about Red Hat. Everything we say about our products and services must be true, substantiated, and not misleading.

Use of Red Hat marks and branding. Avoid using Red Hat logos, trademarks, or proprietary graphics in a way that suggests or appears that you are representing Red Hat (unless you have Red Hat's permission), or while engaging in conduct inconsistent with Red Hat policies or that violates copyright laws. Use of the company's name, branding, logos, trademarks, or other intellectual property (IP) by third parties or by associates in connection with any social media account requires prior written approval from the Red Hat Corporate Communications team. This applies to use in all media, including social media platforms, channels, websites, blogs, and videos. It's okay to use Red Hat as the company name or as an adjective, such as in a "Red Hat solution."

Associates can find Brand and Legal-approved social media backgrounds for use on personal social media channels here.

Don't create Red Hat-branded or related social media channels without prior consent. An excessive and unmanaged volume of "official" Red Hat accounts can damage our brand and be confusing—one more new account isn't always the answer to expanded social media engagement efforts.. Before launching a new account, read [Special guidelines for Red Hat associates who participate in social media on behalf of Red Hat](link) and contact Red Hat's Corporate Social Media team at socialmedia@redhat.com.

Social media contest, giveaways, sweepstakes, and awards requirements. All contests, drawings, giveaways, and awards need to be approved by the Red Hat Legal team ***before*** planning is finalized. For more information, see the Legal team's [Rules for Contests, Sweepstakes, and Giveaways](link).

Don't connect with external "influencers" without prior approval. Red Hat has many influencers across social media communities and works closely with journalists, media, analysts

and others through a variety of existing programs. Before engaging, there are business and legal requirements we need to comply with related to influencer marketing. Reach out to Red Hat's Corporate Social Media team at socialmedia@redhat.com for vetting and approval prior to approaching any external influencer for paid relationships.

Use your own voice, be interesting and useful, and have conversations. Share your expertise and best practices, contribute ideas and perspective, and ask questions. When you see something interesting and relevant to you, share it! Social media at its best is about authentic, unique voices. Remember that social media is a two-way street—become part of the conversation.

Whether you're posting to a personal account or a Red Hat branded or sponsored social media channel or platform, Red Hat policies and guidelines apply. You should be familiar with (and are responsible for following) all of the company's policies, including:
- Code of Business Conduct and Ethics
- Acceptable Use of Red Hat Information Technology Systems and the Supplement
- Policy on Communications with the Media, Investors, Analysts and Expert Networks
- Global Privacy Policy and Privacy Statement (redhat.com)
- Global Policy Prohibiting Discrimination, Harassment, Bullying, Favoritism and Retaliation

All Red Hat legal policies and guidelines currently in effect can be found on The Source. These policies and guidelines evolve over time, so you should check periodically to make sure that you are up to date. You should also review the terms of the confidentiality agreement that you signed when you joined Red Hat, as well as review the Red Hat Information Security Operating Guidelines.

Want to share Red Hat content but aren't sure where to start?
We encourage associates to share Red Hat content. Remember that, when you do, your Red Hat connection should be clear. Any content that you add is likely to be attributed to or associated with Red Hat (even if, in your mind, they are your personal views). If you want to share Red Hat content that will help our customers, partners, and colleagues understand Red Hat better, consider sharing:
- Helpful information or resources from www.redhat.com
  - Red Hat news
  - Red Hat customer success stories

- ○ Videos on redhat.com, Red Hat videos on YouTube, or Life at Red Hat videos on YouTube
- ○ Job openings
- ○ Insights from Red Hat on a variety of topics
- ○ Updates from Red Hat Summit and other events
- ○ Items from the Friday Five (in your email each Friday, and archived on the Red Hat blog)
- ○ Blog posts from the Red Hat content ecosystem, including the Red Hat blog, Ansible blog, OpenShift blog, Red Hat Developer blog and Next.redhat.com
- ○ Content from Red Hat-supported podcasts: Command Line Heroes, Compiler, and Red Hat Coffee Hour
- Content on Employee Advocacy
- Product/technology expertise

Key contacts

If you have any questions about what is appropriate or inappropriate to post, or if you notice any social media posts that could be damaging to Red Hat, or could require additional follow-up or escalation, please contact Red Hat's Corporate Social Media team at socialmedia@redhat.com. If you notice any violations of these guidelines or questions about material and other unshareable information, contests, endorsements, or other legal issues, please contact the Legal team at legal@redhat.com.

Read Special Guidelines for Red Hat associates who participate in social media on behalf of Red Hat on The Source.

Visit the Corporate Social Media page on The Source for information on social media at Red Hat.

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