HILL+KNOWLTON
STRATEGIES

# Social Media Principles

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It is part of Hill+Knowlton Strategies' core mission to ethically and effectively engage in social media. Clients and other stakeholders look to us in setting industry standards in this regard.

Social media is continuously evolving. Therefore, this document will be updated frequently. Please remember to review these policies regularly. Any changes to these policies will be communicated to all employees at Hill+Knowlton Strategies.

## Guidelines in Brief for Social Media Use

- Do not lie or omit the truth.
- Transparency in your conversation and activities is important. Always disclose who you are and whom you work for in both personal and professional use of social media.
- Current and prospective clients representing major organizations may read your content. Please think carefully before posting and always make sure you check the current client list on HKnet. When in doubt, don't post.
- Respect the privacy of your colleagues and clients. Do not disclose confidential information or discuss financial information about H+K Strategies or WPP.
- Confirm that any information you are posting, including work products on document-sharing sites, has been approved for public consumption and does not violate copyright laws.
- Use social media appropriately at work and make sure your online activity does not interfere with your client or professional commitments.
- Never engage in social media on behalf of a client without their permission, and always abide by your clients' policies. Where there is irresolvable conflict, Hill+Knowlton Strategies' principles prevail.
- Make sure you understand the culture and rules – explicit and implicit – of the communities with whom you seek to engage, and respect privacy preferences.

**And most importantly:**

Do not post anything that could potentially threaten the business or reputation of H+K Strategies or WPP.

You are representing the entire organization when you post any content online or engage in social media on behalf of a client. We counsel clients on reputation issues and therefore must hold ourselves to a very high set of standards.

## How do we define social media?

Social media has become an important part of our professional and personal lives, and continues to evolve. Today, social media is no longer limited to blogs and social networking sites. You have participated in social media if you have:

- posted a comment on a blog
- posted a review or rated a product
- tweeted anything
- participated in an online poll
- posted a status update on Facebook
- created a LinkedIn profile
- shared a link on Delicious, a social bookmarking site
- uploaded a video to YouTube or Vimeo
- shared an image on Flickr
- shared your location on Foursquare or Gowalla

These Social Media Principles have been drawn up in consultation with employees and third parties, and are consistent with recognized best practices and industry standards. They offer guidance in the following areas:

1. **personal use of social media**
2. **professional use of social media on behalf of Hill+Knowlton Strategies and clients**
3. **local policies and customs**
4. **issue and crisis response**
5. **official Hill+Knowlton Strategies social media platforms**

If you are in any doubt as to whether your activities fall within these guidelines, or if you just need some advice, there is a 24/7 email hotline you can use. Simply send your question to the Social Media Guidance email address and someone from your office or region will respond.

## Personal use of social media

Even in your personal use of social media, you should assume that you will be identified as a Hill+Knowlton Strategies employee. Keep the following in mind in regards to your personal use of social media:

- Your clients, manager, reports and peers may read what you write. Criticizing them or speaking about them in ways that could be perceived as demeaning or offensive could result in the company losing business or even you losing your job.
- Consider what you write as you would consider what you might say to a journalist or people you don't know. If you would not say it in these situations, don't say it online.
- Never disclose any information that is confidential or proprietary to our clients, Hill+Knowlton Strategies, WPP, vendors or any third party that has disclosed information to us (e.g. journalists, suppliers, etc.)
- There are many things we cannot mention as part of a publicly owned company. Talking about our revenue, future plans, or the WPP share price could get you and the company in legal trouble, even if it is just your own personal view.
- If you choose to use social networking sites, you must only do so outside of employment hours, unless required as part of your job function.

It is WPP's policy that if you choose to have your own personal blog or website, you should update or work on them outside of employment house and with your own resources. Group computer-related resources are not to be used for personal blogging, and these activities should not be undertaken during business hours.

**WPP has provided the following guidelines for personal blogs:**

- You should not incorporate your company email address or phone number into any posts.
- If you are blogging anonymously, use of a pseudonym may be helpful to protect both your employer's interests and your privacy.
- If writing about the workplace, you should avoid presenting too many details about the company, its associates or its affiliates. This includes location of the offices and employees and affiliated companies, as well as what specific business you do for your employer.
- Under no circumstance should client names or any aspect of client work be referred to in personal blogs.

You are encouraged to include a disclaimer similar to the following on your personal blog, blog posting, or website:
*"The opinions expressed on this [blog;website] are my own and do not necessarily reflect the views of my employer. The posts on this blog are provided 'as is' with no warranties and confer no rights."*

## Professional use of social media on behalf of Hill+Knowlton Strategies and clients

**Please follow these basic principles when using social media professionally:**

- Understand the rules, beliefs and desires of online communities you communicate with.
- Don't engage with social media on behalf of a client without their knowledge, permission and guidance from the Hill+Knowlton Strategies consultant leading the engagement, or if it contravenes a client's own policies.
- Understand your clients' policies and community guidelines and abide by them. Where there is irresolvable conflict, Hill+Knowlton Strategies' principles prevail.
- If you mention a company that is a client of Hill+Knowlton Strategies disclose that relationship. For example, on Twitter you should add "(client)" to your tweet.
- Where pertinent, defer comment and response to appropriate spokespeople, especially during a crisis.
- Disclose who you are and whom you work for (both agency and client).
- Be honest and don't pretend to be someone or something you are not.
- Respect the privacy and contact preferences of each individual whom you interact with, where available.
- Be careful about posting or linking to items that may contain viruses.
- Where practical, link to our principles in your opening communications (http://www.hillandknowlton.com/principles)

### Some Things to Avoid

Here are just a few common examples of what these principles preclude us from doing:

- Encouraging colleagues/friends to vote on polls featuring clients' products.
- Leaving anonymous comments on blogs or in discussion forums.
- Pretending to be an employee of a client.
- Posting or editing Wikipedia articles about clients or ourselves.
- Sending pitches to bloggers who state that they do not wish to receive them.
- Failing to disclose our commercial relationship with clients when representing them online.

If necessary, show these principles to clients when discussing social media activities. If you are in any doubt, seek the advice of your local or regional Digital practice, or email Andrew Bleeker.

## Local policies and customs

Hill+Knowlton Strategies will comply with all local legal social media requirements (as long as the requirements do not violate U.S. law) and may choose to adopt regional or country-specific social media policies.

As a global company, we must always remember to be considerate of any subject matter that may be considered objectionable or inflammatory at a regional level – especially in regards to politics or religion. It is important that we advise clients and not post anything on their behalf that could be deemed culturally insensitive or inappropriate.

Always keep in mind that social media is not contained to geographic boundaries and content that may be acceptable in some regions may be offensive in others. Our clients do not view Hill+Knowlton Strategies as a group of separate companies; what is said in one region can have an impact on a client elsewhere. If in doubt, seek counsel early from Hill+Knowlton Strategies' regional offices as early as possible.

## Issue and crisis response

There are certain rules of engagement during crisis response situations that need to be taken into consideration. For example, deleting a post or blocking a user can often escalate the issue rather than solve it. It is important to assess the situation and determine the best way to act. If you see a comment, post, or content that you feel is inappropriate or poses a risk either to Hill+Knowlton Strategies or a client's business, please bring it to the attention of your manager or the lead crisis manager in your office.

## Official Hill+Knowlton Strategies Social Media Platforms

Hill+Knowlton Strategies encourages its employees to participate appropriately in social media and has created an official presence on many social media platforms, including Twitter, Flickr, YouTube, Slideshare and Scribd. We encourage the use of official social media profiles at the country and practice levels. If other needs are identified, please submit requests to your country director.

We also created Collective Conversations (http://www.hkstrategies.com/insights/collective-conversations) our official blogging community providing employees, offices and practices with a space to further Hill+Knowlton Strategies' thought leadership on professional topics.

All employees are welcome to participate, and you can apply for a blog by completing a self-assessment questionnaire (http://blogs.hillandknowlton.com/join) and agreeing to follow the code of conduct.

Whether you are blogging for a client or blogging for your own professional purposes, your postings will be treated the same way as any other communication created by or for Hill+Knowlton Strategies. You are responsible for the content you post; always remember to use your best judgement.

## Responsibility

You are personally responsible for the content of your blogs and social media posts, both professional and personal. You can be held personally liable for any content deemed to be defamatory, obscene or offensive, proprietary or libelous. For these reasons, you should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, copyrighted material, legal conclusions and derogatory remarks or characterizations.

All company-related information, events or situations are confidential and internal only until formally announced to the public by management. All discussions or communications about such events should be conducted through secure means by authorized or appropriate people to specific, named correspondents only, and must remain internal.

Even when the information is public, you must consider whether any comment you make is appropriate. A non-exhaustive list of examples of such company-related information, events or situations includes client pitches, wins and losses, staff movements, potential acquisition targets, etc.

Please remember that to the extent you breach any of these guidelines you may be subject to legal or disciplinary action. Depending on the seriousness of the breach, such action may lead to summary dismissal. Moreover, in the event that any third party claims are brought against a WPP group company as a result of your unlawful blogging or social media activity, you will be held responsible for any costs or damages it incurs as a result.

## Complaints Procedure

Any complaints that these principles have not been upheld should be put in writing to Hill+Knowlton Strategies' COO, Ken Luce.