**KENDRICK PR - SOCIAL MEDIA POLICY**

Kendrick PR (“KPR” or “Company”) has developed this Social Media Policy (“Policy”) to guide its employees’ online activity.

KPR has adapted this Policy from existing industry best practices and procedures. A true commitment to honesty, transparency and ethical behaviour stands at the center of everything we do, both online and off. With the pace of change taking place in social media, KPR will continue to evolve this Policy over time to reflect the continuing evolution of media and communication technologies. This Policy, combined with common sense and the policies set out in the KPR Employee Handbook, should govern your activity in all forms of social media.

If you have any questions regarding this Policy, feel free to contact Julia Kendrick, however, you have sole responsibility for your online activity.

**Scope**

This Policy covers all forms of social media, including social networking sites and blogs. Examples include:

* Profiles maintained on Facebook, Twitter, Linkedin, Instagram, Pinterest, Youtube and any other Social networking sites;
* Comments on blogs;
* Posts on social networks
* Online product or service reviews;
* Online voting and polls;
* Web forums, communities, and message boards; and/or
* Wikipedia entries and editing.

This Policy is intended to cover all **online activity where you share information that might affect your colleagues, your clients or your work for KPR.**

**General Guidelines**

KPR expects all employees to adhere to the following guidelines:

* **Your online activity must not interfere with work commitments.**
* **You must comply with the terms, conditions, policies and guidelines of any online service you use. If the blog has a particular focus, stay on topic.**
* **This guidance applies to posting on your own, personal social media accounts, and also for those client social media accounts which KPR is contracted to manage**

1. **Do not disclose Confidential Information.**

* Confidential and proprietary information about KPR, our clients, partners, vendors, suppliers and competitors are ***strictly off limits*** and any unauthorized dissemination, posting or use of such information and materials even unintentionally, can result in you and/or KPR being sued, and, in some cases, may violate professional body regulations and UK laws. Disciplinary action may be taken.
* Anything related to KPR’s policies, strategy, financials, future plans or clients that is not publicly available cannot under any circumstances appear in your postings.

1. **Be respectful of your clients, your fellow employees and your audience.**

* No postings should be critical of or damaging to KPR, its employees, its partners, suppliers or customers
* Do not post or link to illegal, obscene, libelous, defamatory, threatening, or harassing content, *even by way of example or illustration.*
* Do not use ethnic slurs or personal insults. Show proper consideration for others’ privacy and for topics that may be considered objectionable—such as politics and religion.
* Do not post internal gossip or photos that would be embarrassing to an employee, client or to KPR. Always keep in mind that anything you post may be seen by clients, potential clients or other members of the industry.

1. **Get your facts straight and strive for accuracy and balance.**

* Evaluate the accuracy and truthfulness of your statements before posting. Make sure that blog postings, quotations, headlines, photos and other content do not include any misrepresentations.
* Ensure that all claims about a client or client’s products are adequately substantiated.

1. **Respect copyright, other intellectual property protections and all laws and regulations.**

* For KPR’s protection as well as your own, respect all laws governing copyright and fair use of copyrighted material, including our own copyrights and brands. When you can, link back to the original content you cite.

1. **Be honest and transparent.** 
   * Blogging or social media posts on behalf of KPR or our clients should be treated the same as any other official communications created by KPR and done only with the prior consent of KPR or the client.

**Remember that you are responsible for all your online activity. You should be especially vigilant regarding online activity conducted with a KPR company email address, and/or communications which can be traced back to KPR, and/or which use KPR assets. *The KPR email addresses attached to your name imply that you are acting on the company’s behalf. When using a KPR email address or KPR assets to engage in any social media activity, be aware that all actions are public and employees will be held fully responsible for any and all such activities.***

**Company Blogs**

* KPR has the right to remove any content from company blogs at any time**.**
* KPR has the right to review all comments before posting and choose whether to post or remove comments at any time.
* KPR may prohibit, discontinue or block access to company blogs at any time without notice.
* All materials published or used on a company blog must respect the copyright of third parties. Make sure you have proper authorizations to post any copyrighted materials (e.g., images) to a blog, and be careful about posting or linking to items that may contain viruses.
* Using a company blog to complain, especially in a manner that damages or embarrasses KPR, colleagues, clients and prospective clients, partners and affiliates, previous employers, competitors or others reflects negatively on you and KPR and, in some jurisdictions and circumstances, can result in legal action.
* Do not post or link to illegal, pornographic, indecent or inappropriate content.

**Personal blogs, social networks, forums, microblogs, and social news**

KPR understands that many employees maintain personal Websites (including social media pages such as Facebook) and/or blogs, or post on the Websites or blogs of others (including via Internet message boards, chat groups, social media sites, discussion groups or otherwise). In general, KPR views personal blogs positively, and it respects the right of employees to use them as a medium of self-expression. However, KPR expects employees to adhere to the following guidelines with regard to such activities:

**General Guidelines**

* Personal blogs should not directly or indirectly identify you as a KPR employee, nor provide readers with your KPR email address or phone number.
* You may not use the KPR name or the names of KPR companies or clients to endorse or promote any personal product, opinion, or cause. Representation of your personal opinions as endorsed by KPR is strictly prohibited. To enhance clarity on this point, the following notice should be placed prominently on your site, such as on your “about me” page: “The views expressed on this blog are mine alone and do not necessarily reflect the views, positions or opinions of my employer.”
* You may not receive payment, gifts or merchandise in return for blogging on behalf of third parties. Please be aware that paid blogs may be considered endorsements. However, third party advertising on your blog, clearly identified as such and delivered via networks such as GoogleAds, is permitted.
* Do not post any material that could cause a reasonable person to question your fitness for your job.
* You must not use personal online relationships or KPR’s network to influence polls, rankings, or Web traffic.

**Social Networking Guidelines**

Utilize the “privacy” settings on Facebook, Instagram, Twitter, and other social networking sites so that only those people you permit to have access to your page and/or tweets have such access. Remember you can set settings on some of these sites at an individual level.

If a client sends you a “friend” request on Facebook, or other networks that are geared toward personal social life, best practice is to decline and redirect them to KPR official pages. Appropriate distance must be maintained between clients and employees at all times.

If someone posts inappropriate, defamatory and/or obscene content on your social networking page, immediately remove such content. Consider “blocking” that person’s access to certain sections of your social networking page and/or “de-friend” that person if you believe that person will continue to make similar comments in the future.

Exercise your best judgment in deciding whether and how deeply to connect to clients, peers, supervisors, vendors and journalists on social networks.

**MOST IMPORTANTLY, remember that there are always consequences to what you write and, ultimately, you are responsible for what you write.**

I understand and agree to these guidelines

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_