Social Media / Networking Policy

The Company recognizes that many of its Employees will be active users of social networking sites. This Policy sets forth clear do's and don'ts for its Employees using social networking sites.

This Policy covers all forms of social networking. "Social networking" for purposes of this Policy includes all types of postings on the Internet, including, but not limited to, social networking sites (such as Facebook, MySpace or LinkedIn); blogs and other on-line journals and diaries; bulletin boards and chat rooms; and microblogging sites (such as Twitter); and the posting of videos, photos and similar media (such as on YouTube and Flickr). Social networking also includes permitting or not removing postings by others where an employee can control the content of postings, such as on a personal profile or blog, as well as posting material on third party sites. This Policy applies regardless of whether you are social networking while on or off duty.

1. Personal Social Networking

a. Employees who engage in personal social networking, even if done off premises and while off duty, need to recognize some readers may mistakenly view you as a de facto spokesperson for our Company. You are required to take all reasonable measures to negate that impression.

b. Do not use our Company's trademarks, logos or proprietary graphics or photographs of our Company's premises, employees, vendors, customers or products.

c. Personal Social Networking should also comply with provisions set forth in Section 2 in regards to any work related social networking.

Personal social networking during regular working hours whether or not using any of our Company's equipment and/or Company network ("Equipment") should be limited. Equipment includes use of any Company provided mobile device, any downloaded applications, widgets or other similar software. Please refer to our Company's computer and electronic equipment use policy for more information. Remember if you do use Equipment, your use of Equipment may be monitored or reviewed and you have no expectation of privacy when you use such Equipment.

d. All defamatory, abusive, profane, sexually explicit, threatening, offensive, or illegal materials are strictly prohibited on Company Equipment or through Company systems. Online postings by nature are communications designed for the world to see.

2. General Policies Regarding Social Networking

e. Social Networking that is not part of an employee's job description of duties is considered personal social networking. Personal social networking during regular working hours should be limited and must never interfere with your or another Employee's performance of his/her duties or cause the Equipment to be unavailable for work related purposes.

f. You also should consider the following if your social networking includes any information related to our Company:

g. Our Company has spent substantial time and resources building its reputation and good will. These are valuable and important corporate assets. Before you engage in any social networking in which you identify yourself as an employee of our Company, or that identifies our Company, please consider whether you are damaging our Company's reputation or good will and that the views expressed are yours alone and do not represent the views of our Company. If you are uncertain, you should consult your manager or the Human Resources Department before posting.

h. Under no circumstances are you permitted to review, evaluate or provide opinions regarding the merit or value of our Company's products or services in the course of personal social networking or otherwise while creating the impression you are not affiliated with the Company or are disinterested.

i. If you are developing or posting to a blog, website or other public location that will mention our Company or its current or potential future products, employees, partners, customers, or competitors, the Company would appreciate it if you let your manager or Human Resources know. Your manager or a Human Resources representative may choose to visit from time to time to avoid any misunderstandings or potential violation of this Policy. If you have any questionable content, it is far better to have sought permission in advance, than be forced to deal with the potential ramifications after the fact. Since violations of this Policy can result in termination of employment, the Company will take all reasonable steps to assist employees in avoiding any breach of this Policy.

j. You may never share information that is confidential or proprietary about our Company without obtaining the express consent of the Company in advance. Confidential and proprietary information includes, for example, information about Company employees (including their status and whereabouts), intellectual property, product releases, sales, finances, Company strategy, and any other information that might be considered a trade secret or know how or that has not been publicly released by the Company. These examples do not cover the range of what the Company considers confidential and proprietary. If you have any question about whether information may be released publicly speak with your manager or Human Resources before releasing information that could potentially harm our Company, or its current and potential products, employees, partners, and customers. Disclosing confidential information could also violate state or federal law in addition to being the basis for termination of employment.

k. If you decide to post complaints or criticism of the Company or other Employees, avoid doing so in a way that is defamatory, offensive or damaging to our Company or any of our Company's employees, customers or vendors.

l. Our Company will, in its discretion, review your personal social networking activities performed during working hours or through Company Equipment. You should expect no right to privacy in social networking activities performed during working hours or through Company Equipment. This Policy applies even if your social networking is undertaken anonymously or under a pseudonym. If you do engage in social networking anonymously or pseudonymously, you should be aware that in appropriate circumstances our Company will take steps to determine your identity.

5. Procedures/Enforcement

m. Our Company may request in its sole and absolute discretion that you temporarily confine your social networking to matters unrelated to our Company if our Company determines this is necessary or advisable to ensure compliance with applicable laws and regulations.

n. If you need clarification of any aspect of this Policy, contact your supervisor or the Human Resources Department.

o. Failure to comply with this policy may lead to corrective action/progressive discipline up to warnings, probation, suspension with or without pay and termination. If appropriate, our Company will pursue all available legal remedies. Our Company also may report suspected unlawful conduct to appropriate law enforcement authorities.