

PM-Partners group

Social Media Policy

1. Purpose

The following document provides the social media policy for the PM-Partners group. If you're a PM-Partners group employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off pm-partners.com.au—these guidelines are for you. We expect all who participate in social media on behalf of PM-Partners group to understand and to follow these guidelines. These guidelines will continually evolve as new technologies and social networking tools emerge.

Social Media is personal, this policy is for your own protection as well as for the PM-Partners group.

Since the term Social Media is used a number of different ways, we want to make sure you understand what we mean when we say Social Media. Social Media is any tool or service that facilitates conversations over the Internet. Social Media applies not only to traditional big names such as Facebook®, Twitter and LinkedIn, but also applies to other platforms you may use that include user conversations, which you may not think of as Social Media. Platforms such as YouTube™, Flickr™, blogs and wikis are all part of Social Media.

Finally, even though this policy is written so it's easy to understand and conversational in tone, it is a company policy. So please read over this policy and make sure you understand it as the consequences of non-compliance in some aspects are very serious. If in any doubt please contact the Marketing Manager.

2. Commencement of Policy

This Policy will commence from 5 November 2010. It replaces all other Travel Expenses Reimbursement Policies of PM-Partners group whether written or not).

3. Application of Policy

This Policy applies to employees (permanent/casual/contractors) of PM-Partners group. This Policy does not form part of any employee's contract of employment.

This applies specifically to employees or contractors who:

- » Actively blog or micro-blog (Twitter) on behalf of the company
- » Contribute comments, reviews and content to forums, social networks, websites or blogs on either a personal or professional basis
- » Maintain a profile page on one of the social or business networking sites (like LinkedIn, Facebook, or MySpace)

4. Key Principles

Be Transparent and Disclose

Be honest about who you are and who you work for, whilst remembering to be careful about disclosing other personal information. Disclose your identity as an employee and make sure your profile makes it clear that the views you express here are your own views and not those of PM-Partners group.

Don't use social networks in a cynical way to push a product. If you are using your social networking contacts to promote a PM-Partners group initiative then be open about the fact that you are a member of staff.

Abide by the following Code of Conduct

If you participate in social media, please follow these guiding principles:

Social Media lets you communicate incredibly fast and have your message go viral in seconds. This makes it difficult to fix an inaccurate message once you've shared it. The best thing to do is double check all content before you share it, both for accuracy and to make sure it fits into PM-Partners group overall Social Media strategy.

Individuals can be held personally responsible for defamatory or libellous comment, or for infringing the copyright or trademarks of any organisation. So don't do it!

- » Respect the confidentiality of PM-Partners group, its' staff and its' clients.
- » Don't post other people's materials without getting permission, and better still, link to the original source.
- » Respect company trademarked names and use brand images appropriately.
- » Stick to your area of expertise and provide unique, individual perspectives on what's going on at PM-Partners group and in the world.
- » Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- » Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- » Respect proprietary information and content, and confidentiality.
- » When disagreeing with others' opinions, keep it appropriate and polite.
- » Know and follow this policy and our Privacy Policy

Acknowledge Mistakes

Once you have posted content to the web your mistakes have become a matter of public record. There's no point trying to cover it up so the quicker you stand corrected the better perceived it will be by the people who are reading what you have to say.

Be Responsible

Make sure you're engaging in Social Media conversations the right way. If you aren't an authority on a subject, send someone to the expert rather than responding yourself. Don't speak on behalf of PM-Partners group if you aren't giving an official PM-Partners group response, and be sure your audience knows the difference. If you see something being shared related to PM-Partners group on a Social Media platform that shouldn't be happening, immediately inform The Marketing Manager.

Write what you know

Make sure you write and post about your areas of expertise, especially as related to PM-Partners group. If you are writing about a topic that PM-Partners group is involved with but you are not the PM-Partners group expert on the topic, you should make this clear to your readers (write in the first person). If you publish to a website outside PM-Partners group, please use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent PM-Partners group positions, strategies, or opinions." Also, please respect brand, trademark, copyright, fair use, trade secrets (including our processes and methodologies), confidentiality, and financial disclosure laws. If you have any questions about these, please speak to The Marketing Manager. Remember, you may be personally responsible for your content.

Social Media Account Ownership

This section isn't a Social Media Principle, but it's still important enough to be in this policy. If you participate in Social Media activities as part of your job at PM-Partners group, that account may be considered PM-Partners group property. If that account is PM-Partners group property, you don't get to take it with you if you leave the company — meaning you will not try to change the password or the account name or create a similar sounding account or have any ownership of the contacts and connections you have gained through the account. This doesn't apply to personal accounts that you may access at work, but would certainly apply to all PM-Partners group branded accounts created as part of your job. If you have any questions about an account you operate, please contact The Marketing Manager.

Perception is reality

In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a PM-Partners group employee, you are creating perceptions about your expertise and about PM-Partners group by our shareholders, customers, and the general public—and perceptions about you by your colleagues and managers. Please make sure that all content associated with you is consistent with your work and with the PM-Partners group values and professional standards.

Your Responsibility

What you write is ultimately your responsibility. Participation in social computing on behalf of PM-Partners group is not a right but an opportunity, so please treat it seriously and with respect. Please ensure PM-Partners group values are upheld, failure to abide by these guidelines could put your participation at risk. Contact marketing for more information. Please also follow the terms and conditions for any third-party sites.

Be a Leader

There can be a fine line between healthy debate and incendiary reaction. Do not belittle our competitors or PM-Partners group. Nor do you need to respond to every criticism or gibe. Try to frame what you write to invite differing points of view without aggravating others. Be careful and considerate. Once the words are out there, you can't get them back. And once an incendiary discussion gets going, it's hard to stop.

5. Content Guidelines

Off-limits information

- » Confidential information (seek guidance from your manager if you are unsure of whether something is confidential)
- » Financial information
- » Product development or trade secrets e.g. proprietary code
- » Business strategy
- » Trade secrets, including those of competitors
- » Current legal proceedings
- » Personal information (anyone's, not just yours)
- » Offensive, pornographic or indecent content
- » Anything that may bring PM-Partners group into disrepute

6. Content Library

A library of approved content will be established over time for people to use and apply to various social media conversations and promotions. The content will be made available under various categories and will be established and managed as we progress. **Content categories will include the following:**

- » Sales & Marketing literature, links and extracts
- » PM-Partners group events
- » 3rd party and industry events
- » Subject Matter Expertise – PM-Partners group specific content
- » Subject Matter Expertise – 3rd party and industry specific content

Use a disclaimer

Whenever you publish content to any form of digital media, make it clear that what you say there is representative of your views and opinions and not necessarily the views and opinions of PM-Partners group. For instance, in your own blog, the following standard disclaimer should be prominently displayed: "The postings on this site are my own and don't necessarily represent PM-Partners group positions, strategies or opinions." If a site does not afford you enough space to include this full disclaimer, you should use your best judgment to position your comments appropriately.

Respect copyright and fair use laws

For PM-Partners group protection and well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including PM-Partners group own copyrights and brands. You should never quote more than short excerpts of someone else's work. And it is good general blogging practice to link to others' work. Keep in mind that laws will be different depending on where you live and work.

Protect PM-Partners group clients, business partners and suppliers

Clients, partners or suppliers should not be cited or obviously referenced without their approval. Externally, never identify a client, partner or supplier by name without permission and never discuss confidential details of a client engagement. Internal social computing platforms permit suppliers and business partners to participate so be sensitive to who will see your content. If a client hasn't given explicit permission for their name to be used, think carefully about the content you're going to publish on any internal social media and get the appropriate permission where necessary.

It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a client (e.g., Client 123) so long as the information provided does not make it easy for someone to identify the client or violate any non-disclosure or intellectual property agreements that may be in place with the client. Be thoughtful about the types of information that you share, which may inadvertently lead others to deduce which clients, partners and suppliers that you are working with. This might include travel plans or publishing details about your current location or where you are working on a given day. Furthermore, your blog or online social network is not the place to conduct confidential business with a client, partner or supplier.

You should also be aware that a number of social media sites have the potential to inadvertently display commercially sensitive relationships (e.g. LinkedIn connections), and potentially enable competitors, ex-employees, etc. to monitor your ongoing activities. Staff should therefore maximise the privacy settings available to them within each Social Media application. You should also be aware of the inadvertent access that many Social Media default settings provide.

PM-Partners group's business performance and other sensitive subjects

Some topics relating to PM-Partners group are sensitive and should never be discussed, even if you're expressing your own opinion and using a disclaimer.

For example, you must not comment on, or speculate about, PM-Partners group future business performance (including upcoming quarters or future periods), PM-Partners group business plans, unannounced strategies or prospects (including information about alliances), potential acquisitions or divestitures, similar matters involving PM-Partners group competitors, legal or regulatory matters affecting PM-Partners group and other similar subjects that could negatively affect PM-Partners group.

This applies to anyone including conversations with financial analysts, the press or other third parties (including friends). If you're unsure of the sensitivity of a particular subject, seek advice from your manager or legal team before talking about it or simply refrain from the conversation. PM-Partners group policy is not to comment on rumours in any way. You should merely say, "no comment" to rumours. Do not deny or affirm them (or suggest the same in subtle ways), speculate about them or propagate them by participating in "what if"-type conversations.

7. Variations

PM-Partners group reserves the right to vary, replace or terminate this policy from time to time.