

16 Guidelines for Social Media Participation at Vivid Image

While all Vivid Image employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines.

Our Social Guidelines: Be Respectful

1. Use of Social Media is **permitted during work hours**. You need to use your best judgment in monitoring your time. At Vivid Image, we are role models for the industry. You are expected to learn how these tools work. But, it is easy to get lost in Social Media. Manage your time so you can still accomplish our business objectives. Social media activities should not interfere with work commitments.
2. **Remember that the Internet is not anonymous, nor does it forget**. Everything written on the Web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly and posts in one forum are usually replicated in others through trackbacks and reposts or references.
3. **There is no clear line between your work life and your personal life**. Always be honest and respectful in both capacities.
4. **Be responsible for what you write**. Remember that just because you “can” say something doesn't mean that you should. Written word is more difficult to interpret than verbal interaction. Remember that what you say will be a permanent record. Be careful. Be smart.
5. **Be transparent** and state that you work at Vivid Image. Your honesty will be noted in the Social Media environment. If you are writing about Vivid Image or a competitor, use your real name, identify that you work for Vivid Image, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
6. **Post meaningful, respectful comments** — in other words, please, no spam and no remarks that are off-topic or offensive.
7. **Do not return fire**. If a negative post or comment is found online about the firm or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action. It is usually best to offer to take the conversation offline. Rarely will you actually ‘win’ an online argument.
8. Stick to your area of expertise and do **feel free to provide unique, individual perspectives** on non-confidential activities at Vivid Image.
9. **Be respectful** to the company, other employees, customers, partners, and competitors.

The Legal Stuff: To Protect Us All

1. **Legal Liability** – Employees can be legally liable for what is written or posted online.
2. **Please never comment on anything related to legal matters**.
3. **Do Not Post Confidential Information** – Employees should aim to protect Vivid Image's trade secrets and private, confidential and proprietary information. Employees should make sure that online postings do not violate any non-disclosure or confidentiality obligations and disclose Vivid Image's trade secrets and confidential and proprietary information.
4. **Respect copyrights**. Don't post text, images or video that were created by someone else without proper attribution.

Business Related Stuff: To Protect the Company's Butt

1. **Business-Related Social Media Accounts** - All business-related social media accounts and related postings maintained by employees for marketing and/or networking purposes remain the property of Vivid Image. All information including the account, the login and password should be returned to Vivid Image at the end of the employee's employment.
2. **Retaliation Prohibited** – Vivid Image prohibits taking negative action against any employee for reporting a possible violation of this social media policy or cooperating in any investigation with respect to a potential social media policy violation. Any employee who retaliates against any employee for reporting a possible deviation from this policy or for cooperating in any investigation will be subject to disciplinary action, up to and including termination.
3. **Employer Reserves the Right to Monitor** – Where applicable law permits, the employer reserves the right to monitor the employee use of any social media, and take appropriate action with respect to inappropriate or unlawful postings. In monitoring social media, the employer will not in any way interfere with any employee rights under Section 7 of the National Labor Relations Act.