

Corporate Social Media Policy

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Purpose and intent

"The true goal of every type of social media or web policy should be to make interacting on the social web easier, more comfortable, and safer for your stakeholders."

– The American Marketing Association

This policy...

- complements our existing NRC Health code of ethics/conduct
- educates as well as guides
- provides instructive input to equip associates with basic new media knowledge
- illuminates, respects, and enforces privacy guidelines
- sets constructive boundaries

Corporate social media accounts



Platform ownership

Posting to corporate social media accounts across all platforms is owned by Marketing. Marketing is responsible for:

- Reputation monitoring: determining which issues to address and how
- Social media community management: acting as a key point of contact for brand fans
- Public relations: being mindful of opportunities and potential damage from social media
- Social media listening: deciding which comments could prove troublesome
- Customer service response: passing along customer service requests to account managers

Brand guidelines

Brand guidelines for social media are in line with guidelines stated in the NRC Health Brand Guidelines document. This includes content and tone of posts as well as the visual aspects of the social media profiles—color, imagery, fonts, etc.

Monitoring corporate accounts

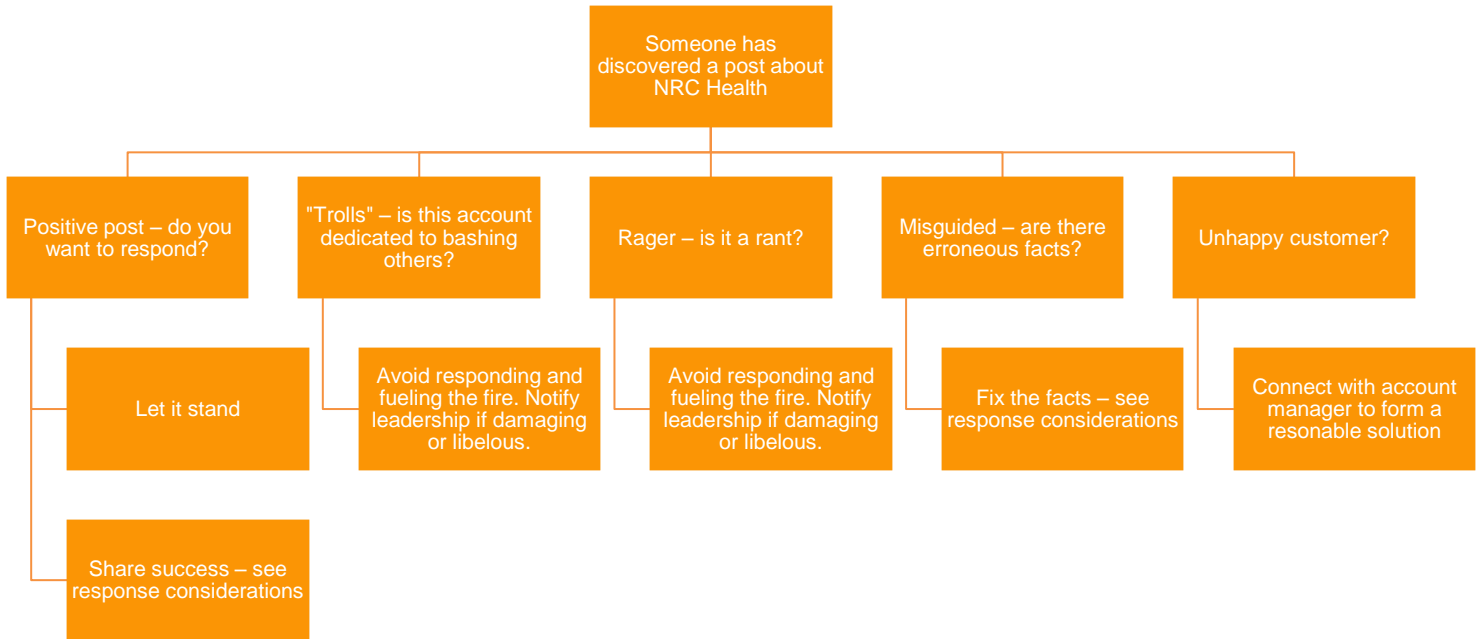
Procedures and guidelines

Daily monitoring of all corporate social media accounts is the responsibility of Marketing. These accounts should be checked multiple times per day either manually or through social listening software for mentions of NRC Health and its products, clients, and partners.

The monitoring process identifies and assesses threats and opportunities, enabling NRC Health to protect and elevate its brand in the social sphere. Once a threat or opportunity has been identified, response to the post(s) in question should be guided by the response procedures and considerations on the following page.

Response on corporate accounts

Procedures



Response considerations

Transparency

Disclose your NRC Health connection.

Sourcing

Cite your sources by including hyperlinks, video, images, or other references.

Timeliness

Take time to create a good response. Don't rush.

Tone

Respond in a tone that reflects highly on the integrity and philosophy of NRC Health.

Influence

Focus on the most used sites related to NRC Health.

Associate participation guidelines

Be honest about who you are

If the conversation relates to our business or our industry, you should identify yourself as working for NRC Health in the content of your post/comment/other content. Not only is this the ethical thing to do, but in some countries, like the U.S., there may be personal liability under Federal Trade Commission regulations if you don't. Best practice is always to be honest about who you are without giving out detailed personal information.

Make it clear that the views expressed are yours

Include the following notice somewhere in every social media profile you maintain: "I work at NRC Health, but this is my own opinion and is not the opinion of NRC Health."

You speak for yourself, but your actions reflect those of NRC Health

Unless you have been authorized by Marketing, you cannot speak on behalf of NRC Health. Do not portray yourself as a spokesperson, even an "unofficial" spokesperson, on issues relating to NRC Health. Realize that people may likely form an opinion about the company based on the behavior of its personnel.

Use common sense

It's good business practice for companies (and individuals) to keep certain topics confidential. Respect confidentiality. Refrain from speculation on the future of the company and its products. Keep topics focused to matters of public record when speaking about the company or the healthcare industry. Do not disclose non-public company information or the personal information of others, including but not limited to information protected under HIPAA.

Mind your manners

Treat past and present co-workers, other personnel, suppliers, consumers, partners, competitors, NRC Health, and yourself with respect. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge differences of opinion. Respectfully withdraw from discussions that go off-topic or become profane.

The Internet is a public space

Consider everything you post to the Internet the same as anything you would post to a physical bulletin board or submit to a newspaper. Many eyes may fall upon your words, including those of reporters, consumers, your manager, and the competition. Assume that all of these people will be reading every post, no matter how obscure or secure the site to which you are posting may seem.

The Internet remembers

Search engines, screen captures, and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

An official response may be needed

If you spot a potential issue and believe an official company response is needed, bring it to the attention of a member of the Marketing team before it reaches a crisis situation. Potential issues can often be resolved more effectively and efficiently if they are identified quickly.

Respect the privacy of offline conversations

Protect your co-workers and our partners by refraining from sharing their personal information or any conversations or statements unless you have their written permission to do so. Bringing someone else into an online conversation without their permission can be destructive to a relationship, cause misunderstandings or violate laws, commercial contracts, and/or confidentiality agreements.

Same rules and laws apply; a new medium brings no surprises

Due to the nature of the digital medium, extra diligence is required in respecting intellectual property (such as copyright and trademark), financial disclosure laws, false advertising and the like.

When in doubt, ask

If you have any questions about what is appropriate, play it smart and check with a member of the Marketing team before posting.