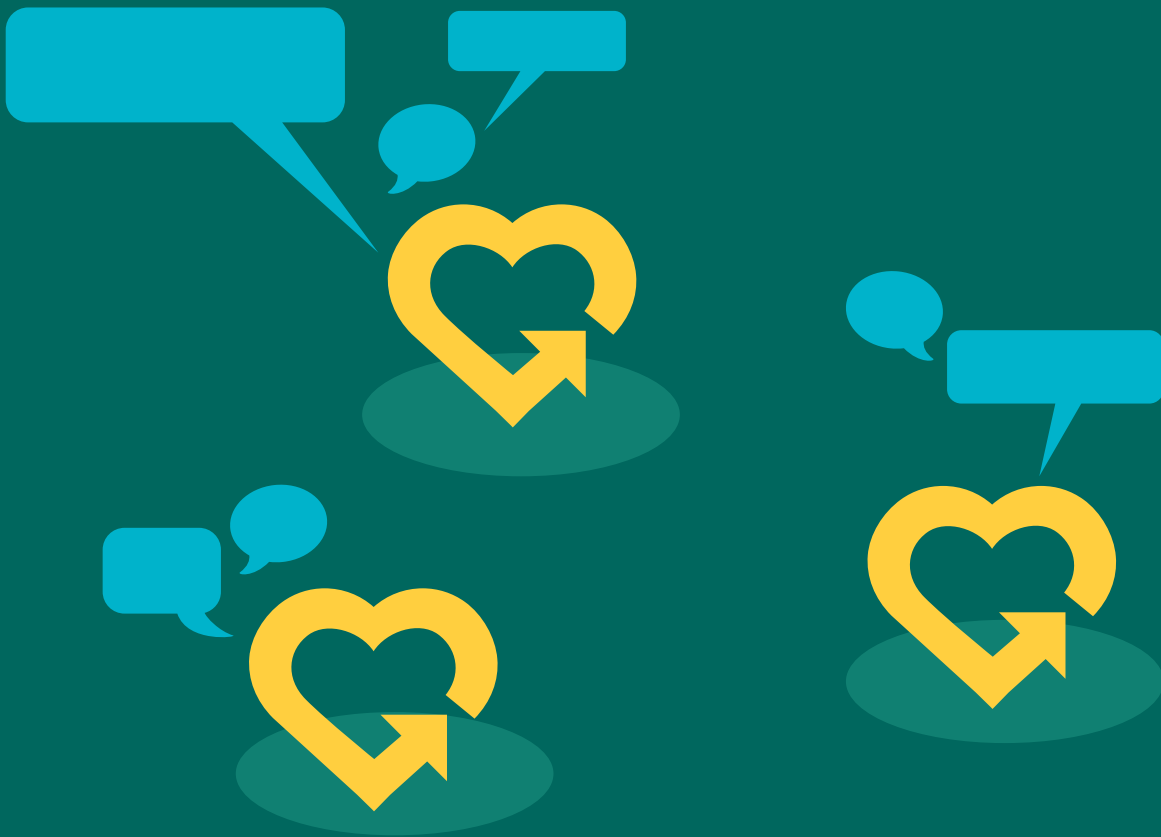# UPS Social Media Guidelines

Social media guidelines provide direction for employees who post content on the Internet either as part of their job or as a private person. The goal of these guidelines is to set expectations for appropriate behavior and ensure that our employees' posts will not expose either the employee or UPS to legal problems or public embarrassment. These guidelines address when an employee should identify himself/herself as a representative of the company on a social networking web site, as well as what types of information can be shared.

WHAT IS SOCIAL MEDIA?

Social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content such as videos. Social media includes many platforms:

- » **Blogs, Microblogs** *(Tumblr, Twitter)*
- » **Global social media platforms: RenRen, WEibo, Xing**
- » **Online chat rooms**
- » **Online comment boards & review sites** *(Yelp)*
- » **Online forums**
- » **Photo and video sharing sites** *(Flickr, YouTube, Instagram)*
- » **Social networking sites** *(Facebook, LinkedIn, Xing)*
- » **Wikis** *(Wikipedia)*

LET THIS BE YOUR GUIDE

Empowering people to use social media is fundamentally positive. But it can have unforeseen and unintended consequences as well. The objective of these guidelines is to help UPS employees get the most out of social media while avoiding the pitfalls that can result in a less than enjoyable social media experience.

These guidelines apply to your personal and professional social media activities, whether during work-hours or at home. Regardless of your location, you never stop being a UPS employee. These points will help you navigate this space confidently and in a way that is mutually beneficial to you and UPS.

USE OF SOCIAL MEDIA PLATFORMS AT UPS

Social media is growing exponentially. And, its value to business is becoming clearer, too. It can help employees connect and collaborate, enable better recruiting and talent management, inform product design and service delivery, fuel innovation — even protect a brand and drive loyalty. Social media also has grown to become an important tool personally, and can be used for different reasons:

CREATE CUSTOMER VALUE

DRIVE BUSINESS GROWTH

BUILD AND PROTECT BRAND REPUTATION

AS A NETWORKING TOOL

TO AID COMMUNICATION

TO PARTICIPATE IN STIMULATING CONVERSATION

SHARE INTERACTIONS AND EXPERIENCES

Use these five principles to guide your approach to online behavior:
Respect Our Brand; Respect the Audience; Follow the Law, Follow the Code;
Think Before You Post; Add Value and Have Fun.
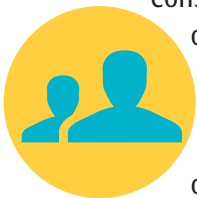
1. RESPECT OUR BRAND

YOU ARE A UPS EMPLOYEE.

This means you represent the company and are held responsible for the content you publish online, whether in a blog, social media site or any other forum for user-generated media.

FOLLOW COMPANY PROCEDURES FOR EMPLOYEE CONCERNS.

We encourage UPS employees to discuss matters of concern with their management team. Both the UPS Open Door Policy and the UPS Help Line are resources that offer prompt review of employee problems. Publicizing your concerns through social media is not the most effective manner to get issues resolved. Nevertheless, if you should choose to do so, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, or could constitute harassment or bullying. Examples of such conduct might include: offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of a protected characteristic.

IF SOCIAL MEDIA IS PART OF YOUR JOB AT UPS.

Employees whose official job responsibilities include listening or posting to social sites on behalf of UPS may engage in social media on company-owned devices or networks provided such use does not violate local UPS policy or law. These job responsibilities must be approved and confirmed by an employee's immediate manager and followed by a request for social media access to the social media team prior to activation by Information Security. Social media accounts, including Twitter handles, created for UPS business purposes belong to UPS. As a result, UPS owns the profile, access information, content, and followers of any social media accounts created on behalf of the company. Social media accounts, including Twitter handles, created for UPS business belong to UPS. As a result, UPS owns the profile, access information, content, and followers of any social media accounts created on behalf of the company.

2. RESPECT THE AUDIENCE

SOCIAL MEDIA IS A LARGE ONLINE CONVERSATION.

With that in mind, respect your audience, show proper consideration for others' privacy and avoid topics that may be considered objectionable or inflammatory — such as controversial positions on politics or religion.

BE THE FIRST TO RESPOND TO YOUR OWN MISTAKES.

If you make an error, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

USE A DISCLAIMER TO SAFEGUARD.

Please use a disclaimer on any social platform where you would post content regarding professional, industry-oriented, or company-oriented subject matter. An example of an acceptable disclaimer is: *"The postings on this site are my own and don't necessarily represent UPS's positions, strategies or opinions."* This can be inserted into your bio on a personal profile or at the end of a comment.

BE YOURSELF.

Identify yourself when you discuss UPS or UPS-related matters, such as products or services. Social media is all about authentic conversations online, so presenting an authentic persona is key. However, if you'd prefer not to mention UPS in your profile, then just make it clear in tweets about the company that you work for UPS (e.g. "#ProudUPSer").
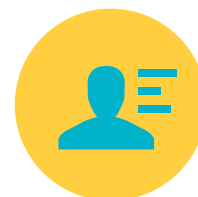
3. FOLLOW THE LAW, FOLLOW THE CODE

BE FAIR AND DON'T STEAL.

Respect copyright, fair use and financial disclosure laws. Always acknowledge your sources of information. Information you share should be your own or legally available to be republished.

KEEP CONFIDENTIAL INFORMATION TO YOURSELF.
Our business and financial performance is confidential. Do not discuss this on open platforms. Ask yourself if you would talk about a topic openly at a party. If the answer is no, then don't take it to social media. Avoid publishing anything that could embarrass or damage a customer. See "Safeguard Confidential Information of our Business Partners" in the UPS Policy Book.
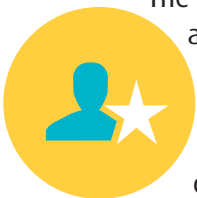
THE UPS POLICY BOOK, UPS CODE OF BUSINESS CONDUCT, THE INFORMATION SECURITY AND PRIVACY (ISP) MANUAL, AND LAWS PROVIDE THE FOUNDATION FOR UPS'S POLICIES AND GUIDELINES FOR SOCIAL MEDIA ACTIVITY.
The same principles and guidelines that apply to UPSers' activities in general, as found in the Policy Book, Code of Business Conduct, and ISP apply to UPSers' activities online. This includes forms of online publishing and discussion, including blogs, wikis, file sharing, user-generated video and audio, virtual worlds and social networks.

UPS fully respects the legal rights of our employees in all countries in which we operate. In general, what you do on your own time is your affair. However, activities in or outside of work that affect your UPS job performance, the performance of others, or UPS's business interests are a proper focus for company policy. Activities that violate the standards outlined in these guidelines, the Policy Book, Code of Business Conduct or ISP can lead to disciplinary action, including job termination. You have a right to post your opinion whether positive or negative; however comments that are vulgar, obscene, abusive, threatening or harassing may be grounds for discipline or termination.

4. THINK BEFORE YOU POST

BE THOUGHTFUL ABOUT HOW YOU PRESENT YOURSELF IN ONLINE SOCIAL MEDIA.
The lines between public, and private, personal and professional are blurred in online social networks. It is likely that you are connected to other employees, customers and vendors. This professional community reflects a diverse set of customs, values and points of view. Be yourself, but do so respectfully.

SEARCH SEES IT ALL.
All content shows up in search engines today and what you publish will be public for a long time — so think before you post/tweet/blog because it will be with you moving forward.
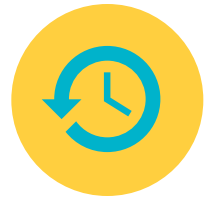
USE YOUR BEST JUDGMENT.
Remember there may be consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to UPS business, discuss it with your manager. Ultimately, you have sole responsibility for what you post to your blog or publish in any form of online social media.

5. ADD VALUE AND HAVE FUN

ADD VALUE.
Provide worthwhile information and perspective. As a UPSer, what you publish reflects on UPS's brand. Add relevancy and thought in line with your expertise and the work you do every day.

SHARE RELEVANT INFORMATION.
We are all brand ambassadors in social media if commenting on the company we work for. Indeed, UPS's brand is best represented by its people. You are encouraged to share information from UPS's official social channels.

RESOURCES:
Information Security and Privacy
UPS Code of Business Conduct
UPS Compliance and Ethics
UPS Help Line *or* 1-800-220-4126
UPS Open Door Policy
UPS Policy Book
UPSers.com