

**H&P Group**  
**Social Media Policy**

March 2013

## Introduction and purpose

Based on the H&P Group Policy on Engaging in Social Media, adopted in January 2008, this H&P Group Social Media Policy presents its upgraded version and provides guidance for H&P employees regarding their professional and personal use of social media. Having in mind constant developments in the area of social media, this policy shall be reviewed and updated accordingly.

The H&P Group Social Media Policy applies to all offices of Hauska & Partner and all Hauska & Partner personnel.

## Scope

The H&P Group Social Media Policy applies to all forms of social media including, but not limited to:

- Social networking sites (*Facebook, Google+, LinkedIn*)
- Video and photo sharing websites (*Flickr, Pinterest, Instagram, YouTube*)
- Microblogging websites (*Twitter*)
- Geo-spatial tagging (*Foursquare*)
- Forums, discussion boards
- Blogs, corporate or personal
- Wikis
- Podcasting

Basically, the scope of this document should be applied to any online media where information may reflect back on reputation of H&P, and/or H&P employees, and/or H&P clients.

## Policy

Recognizing the significance of social media, H&P encourages its employees to actively participate, share information, knowledge and opinions with the online community. Considering the lines between private and professional are blurred, this policy encompasses issues of appropriate social media participation of H&P employees.

Understanding that H&P employees would want to use social media in their personal lives, this policy does not intend to discourage nor limit their personal expression or online activities. However, recognising a potential for damage to be caused, directly or indirectly, via personal or

professional use of social media, this policy describes general standpoints and recommendations. Detailed guidelines for appropriate social media use are available in H&P Group Social Media Guidelines.

By practicing corporate responsibility and following ethical self-regulative standards, this policy requires that H&P employees use social media to express themselves in a responsible and appropriate manner. It is important for H&P employees to understand that their actions shared via social media are fully available to the public and can remain permanently online.

### **Principles of engagement**

- We use social media for engaging with communities and collaboration; establishing dialogue, exchanging ideas and opinions, sharing knowledge, upgrading personal and professional networks.
- We use social media in professional, respectful and fair manner.
- We understand that besides representing ourselves in our post and comments, we also represent Hauska & Partner.
- We encourage use social media in a way that respects all intellectual property rights.
- We never use social media for defamation, discrimination or the dissemination of any content that may be illegal, immoral or offensive on the basis of skin color, nationality, gender, sexual orientation, religion, ideology or individual capabilities.
- We find unacceptable any misleading, defamatory or discriminatory practice.
- We check carefully before quoting statements from other blogs or websites in order not to repeat libelous information.
- We never use social media to knowingly mislead our clients, competitors, employees, business partners and fellow professionals.
- We never use social media for astroturfing or taking part in “front group” practices.
- We never disclose privileged/confidential information about our company, a client or a competitor unless special permission has been granted by the parties concerned or unless we are required to do so by law.
- We do not use social media on behalf of our clients in any misleading or discriminatory way, and we always respect all terms of use social networks proscribe and all legal and ethical standards of the profession.
- We use social media for personal use as long as it does not interfere with regular working routine.