

## Smithbucklin Social Media Policy

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*Revised April 2024 TEST*

At Smithbucklin, we recognize the value and impact of social media in both personal and professional spheres. We encourage you to share your positive experiences that contribute to the company's visibility online. However, using social media presents serious risks that need to be managed in a responsible way. For that reason, we have established the following policy:

- **Confidentiality:** Do not share the confidential information or trade secrets of Smithbucklin, its companies, and client organizations. This includes internal reports, financial data, internal business-related confidential communications, and proprietary information about our systems, processes, work templates, and technology.
- **Respect and Courtesy:** Interact with employees, clients, members, suppliers, and partners with respect and courtesy in your online interactions with an eye toward upholding the values, reputation, and culture of Smithbucklin in all social media posts. Recognize that your online conduct can reflect on Smithbucklin.
- **Honesty and Accuracy:** Maintain honesty and accuracy when sharing information or news. Promptly correct any errors and openly acknowledge any alterations made to previous posts.
- **Integrity:** Refrain from spreading false information or rumors about Smithbucklin, its employees, clients, members, suppliers, or partners. Only express personal opinions and clearly differentiate them from official company or client positions.
- **Approach topics thoughtfully:** Recognizing that discussions around politics and social issues can sometimes become divisive, we encourage employees to exercise caution when engaging in such conversations, especially on professional social media platforms such as LinkedIn. While it is natural to have personal opinions, we advise against prolonged debates or contentious discussions that may lead to conflict or discomfort among your networks.
- **Express only your personal opinions.** Never represent yourself as a spokesperson for Smithbucklin or Smithbucklin companies, unless you have been specifically tasked with doing so in an official capacity. If Smithbucklin is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of Smithbucklin, clients, members, suppliers, partners, or others associated with Smithbucklin companies.

The pervasive influence of social media in today's business landscape necessitates its incorporation as a fundamental element of our comprehensive business communication strategy. To enhance the effectiveness of these strategies, the company monitors social media and tracks mentions of Smithbucklin and the Smithbucklin companies so that we can measure our online presence and impact.

Nothing in this policy limits your right to engage in legally protected activities. That said, any violations of this policy may result in disciplinary action, up to and including termination. If you need further clarification or guidance, please reach out to Corporate Marketing for assistance.

