



## **Social Media, Cell Phone and Text Message Corporate Policy**

Granite understands that Facebook, YouTube, Twitter, Instagram, Vine, texting, blogs, cell phones and other social media outlets are an everyday part of our culture and we encourage you to participate in social media and social networking during your personal time, and to refrain from using the companies systems to access these types of sites.

Importantly, remember as an employee of Granite Insurance Brokers, that when you are using social media, cell phones and text to communicate, you must be aware of the impact it has on both how you and the agency are perceived professionally.

The following is the company's social media, text cell phone and social networking policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain. Failure to comply with the following policies will result in disciplinary action including termination.

### **Text Messaging & Personal Cell Phone Policy:**

- ✓ Utilize text messaging and personal cell phone calls during your breaks and/or during your lunch. Managers and Outside Producers may text, use cell phones and social media for business purposes.
- ✓ For business related interoffice messaging, utilize our inter-office Microsoft Lync program.
- ✓ When communicating via Lync message during your work hours, keep things professional at all times.
- ✓ Personal text messaging relating to an emergency is acceptable, however.
  - Your cell phone needs to be put away during working hours. Should your family or care providers need to contact you for an emergency, they should contact Granite's main business line and have you found immediately. Or you may take the call/message away from your desk

### **Do's and Don'ts regarding social media:**

- ✓ Do: when mentioning a product refer to the product name and trademark properly.
- ✓ Do: identify yourself as an employee of Granite if you are endorsing one of our products.
- ✓ Do: be transparent; identify yourself as an employee of Granite if you are representing the company on a blog, website, or discussion group. Or conversely, make certain that SM users include a disclaimer, "the views expressed are mine alone and do not necessarily reflect the view or opinions of Granite." Or, SM users or employees should neither claim nor imply that they are speaking for or on behalf of Granite.

- ✓ Do: speak respectfully about our business, co-workers, customers, vendors, industry partners and the company.
- ✓ Do: if you are an employee who has a public face (sales, acquisitions, creative director, sales director, marketing manager, personnel manager, publicity manager, demonstrators) you will be held to a higher standard of professionalism when participating in social media. It is imperative that your personal and professional persona be consistent.
- ✓ Do: if you have a private blog have a disclaimer that clearly states that the blog is your point of view only and does not represent or reflect the views or opinions of Granite.
- ✓ Do: get approval for a post or any type of response to something negative on any of the company's sites or blogs.
- ✓ Do: remember that the poster/user is personally responsible for commentary and can be held personally liable for statements that are considered defamatory, obscene, threatening, proprietary or libelous by any offended party; --not merely Granite.
  - Don't: post pictures of employees or others on your personal or the company blogs without written (e-mail) permission.
  - Don't: discuss anything about the company, its business or employees on your personal blog or personal social media sites.
  - Don't: give former employees endorsements on sites such as LinkedIn.
  - Don't: use your personal email or SM to negatively influence, impact or spy on others
  - Don't: share confidential information, proprietary information or trade secret information of Granite or its customers. If you have any doubt regarding whether information is confidential, proprietary or a trade secret, you are required to obtain the written consent of Granite's President before sharing the information.
  - Don't: violate a copyright or plagiarize and remember that any copy written information requires written reprint authorization before it is used.
  - Don't: allow social networking activities to interfere with your primary job responsibilities or negatively impact your productivity.
  - Don't: be false or misleading in your online credentials.
  - Don't use company logos or trademarks unless permission is granted.
  - Don't state your political preferences or say anything that compromises your impartiality.
  - Don't sound off about things in an openly partisan way.
  - Don't be seduced by the informality of SM into bringing B&C into disrepute.
  - Don't criticize your colleagues.

Finally, be cognizant that Granite reserves the right to examine comments or discussions and to use content management tools to monitor, review or block content that violate Granite's social media and text message policies.

\_\_\_\_\_, Employee Signature