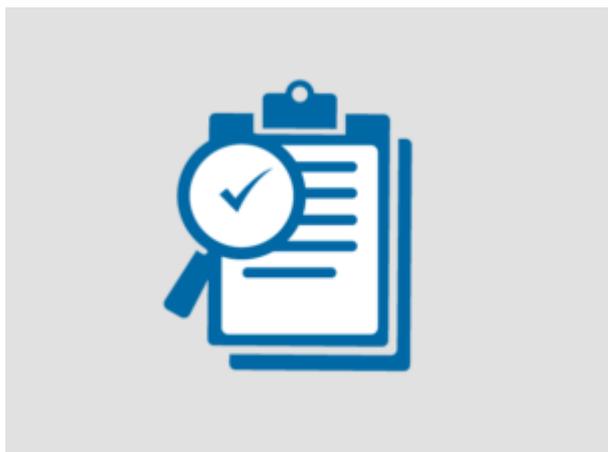


Social Media Code of Conduct Policy



1. SOCIAL MEDIA CODE OF CONDUCT

Be respectful. Be smart. Be aware that you represent the company.

At ABC Company, we believe in open communication and encourage our employees to reach out and connect on social media via blog, wiki, twitter, online social network or any other form of online publishing or discussion that you choose. We also recognize that in engaging in social media communication, you may talk about your job and the things you do and people you encounter at work.

This is perfectly acceptable, as long as you keep in mind that the same ethics, requirements and values that apply to you when you are in the office and doing your job, including but not limited to the duty of confidentiality, also apply when you engage in social media communications.

ABC Company has created the following guidelines to remind you of its expectations and enable you to avoid any problems or misunderstandings when engaging in social media activity. Remember that these guidelines apply to the extent you are communicating as an identifiable employee of ABC Company even if you do so away from the workplace when you are not officially on duty.

2. What You Should Do

Disclose your Affiliation: If you talk about work related matters that are within your job responsibility, you must disclose that you are affiliated with ABC Company.

State That It's YOUR Opinion: Unless you are officially authorized to speak on behalf of ABC Company, you must state that the views you express are your own and do not represent the views or policies of ABC Company or its any of its affiliates.

Be Truthful: When participating in online communities, do not misrepresent yourself.

Be Respectful of All: Remember that ABC Company does not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, source of income, marital status, political view, conviction of a criminal offence unrelated to employment or any other legally recognized protected basis under the law).

3. What You Should Not Do

Do Not Disclose Non-Public Financial or Operational Information: This includes strategies, forecasts and most anything with a dollar-figure attached to it related to ABC Company.

Do Not Disclose Promotions: This includes internal communication regarding promotional activities or inventory allocations.

Do Not Disclose Personal Information: This includes personal information about our customers.

Do Not Disclose Proprietary Information: This includes information protected by copyright, engaging in illegal music sharing, and logos, images and information protected by trademark or other intellectual property laws.

Do Not Disclose Confidential Information: Do not publish, post, or release information that is considered confidential or secret.

4. Consequences of Violations

Failure to follow these Guidelines can result in:

- Discipline up to and including termination and loss of your job
- Liability of ABC Company and its employees
- Damage to the reputation of ABC Company and its brands