



SOCIAL NETWORKING POLICY

The rules outlined below, which are subject to change due to their very nature, have been constructed to reflect the evolving norms of online community behavior, especially as pertains to how corporations and the agencies acting on their behalf comport themselves online. These threads of commonality, woven through common sense and your company handbook, will help.

What you see below represents company policy. Blue Ocean Technologies is committed to focusing online behavior through the lens of “doing the right thing”, not “mitigating risk of getting caught.” The former is proper motivation for engaging online communities. The latter rightly inspires ridicule and derision, is highly risky and should be avoided.

1. You are personally responsible for any of your online activity conducted with a Blue Ocean Technologies provided email address, and/or which can be traced back to a Blue Ocean Technologies domain, and/or which uses Blue Ocean Technologies assets.

The address attached to your name implies that you are acting on the company’s behalf. When using a Blue Ocean Technologies email address or Blue Ocean Technologies assets to engage in any social media activity, be aware that all actions are public and employees will be held fully responsible for any and all said activities.

2. Honor the terms of your employment agreement, as well as those of any contract we have with any client.

It is inappropriate to disclose or use Blue Ocean Technologies or a client’s confidential or proprietary information in any form of online media. Sharing this type of information, even unintentionally, can result in you, Blue Ocean Technologies and the client getting sued and, in some cases, may violate SEC or other regulations.

3. Proactively disclose your true identity and affiliation with Blue Ocean Technologies and the client you may be serving.

When participating in any online community, be completely transparent and disclose your true identity and affiliation with Blue Ocean Technologies, your clients, and professional and/or personal interest in communicating.

4. Respect the privacy of your colleagues and the opinions of others.

Before sharing a comment, post, picture or video about a client or colleague through any type of social media, his/her consent is not only a courtesy, it is a requirement.

5. Gain case-by-case or standing approval from your supervisor or GCRM before writing about a client, a known competitor of that client, or otherwise responding on Blue Ocean Technologies' or a client's behalf.

If a blogger or any other online participant posts an inaccurate, accusatory or negative comment about Blue Ocean Technologies or Blue Ocean Technologies' clients, do not engage in the conversation without prior approval from a supervisor.

6. Avoid personal attacks, online fights, and hostile personalities.

If a blogger or any other online influencer posts a statement you disagree with, you can voice your opinion, but do not escalate the conversation to a heated, personal argument. Speak reasonably, factually, and with good humor. Try to understand and credit the other person's point of view. Additionally, avoid communicating with hostile personalities in an effort to avoid personal, professional, or credibility attacks.

7. Identify any copyrighted or borrowed material with citations and links.

When publishing any online material through social media that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always use citations and link to the original material where applicable.

8. Evaluate your contribution's accuracy and truthfulness before posting.

Before posting any online material through social media, ensure that the material is accurate, truthful, and without factual error. It is always helpful to provide hyperlinks to credible sources that could support whatever argument you make.

If you find that you've made a mistake, admit it, apologize, correct it and move on.

9. Follow the rules in Blue Ocean Technologies' Employee Handbook.

The rules in Blue Ocean Technologies' Employee Handbook also apply to employee behavior within social media and in public online spaces.

10. Build a reputation of trust among your clients, media and the public.

When you are reaching out to journalists, bloggers, clients or colleagues through social media, take every opportunity to build a reputation of trust and establish yourself as a credible and transparent public relations professional.

11. Don't use your own personal online relationships or the company's network to influence polls, rankings, or web traffic.

This is called astroturfing or sock-puppeting and is highly unethical. You are not to use the size and breadth of the company network to unduly influence polls, rankings, or web traffic where said traffic is a measure of success. Examples include sending emails to the company network requesting that agency employees vote for clients in online polls.

12. Do not "friend" anyone (as through a social network) whom you either do not actually know and/or with whom you have not previously corresponded.

You should ask the permission of any client, journalist, blogger or other online influencer before "friending" them as through a social network. Additionally, any Blue Ocean Technologies employee who has client, journalist, blogger, or other online influencer contacts should ask them if they want to receive communications via the social networking site. Social Networking sites such as Facebook and MySpace should not be compromised as a way to get the attention of busy clients, journalists, bloggers or other online influencers.

13. Always be respectful to Blue Ocean Technologies, its employees, our clients and your audience. This applies to the type of information posted as well as the manner and context in which it is presented.

14. Follow the established terms and conditions of use that have been established by the venue used for your social media activities (Web site, blog, discussion forum, etc.). You can usually find links off the home page of each site. Don't do anything that would violate those rules.

15. Obey the law. Don't post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations.

16. Don't be afraid to be yourself. Being professional doesn't mean you can't also speak in a human voice.