



October 12, 2011

JM Eagle Social Media Guidelines

These guidelines have been developed for all employees of JM Eagle to follow whenever contributing to online social computing platforms where there are references to JM Eagle.

Above all, please use good judgment, be attentive to others and take the trouble to listen and be understood.

Think before you post

- Note that what you publish online will be public for a very long time.
- Ask yourself if what you post is consistent with the way you would wish to portray yourself to friends, family, colleagues and clients.
- Don't post it if you are unsure whether certain content is appropriate to share on JM Eagle's social-networking sites.

Claim Responsibility

- Remember that when you participate in social media, you are speaking as an individual and not on behalf of the company.
- Identify yourself using the first person singular.
- Be transparent by giving your name and role and identify that you work for JM Eagle when you discuss company-related information online.
- Use a disclaimer like, "The views expressed on this site are my own and not those of JM Eagle," if you have an individual site that refers to the company,
- Speak with Marketing before establishing a JM Eagle account or becoming an official representative that shares information about the company.

Conduct Yourself Appropriately

- Use your participation in JM Eagle's social-media sites to help shape and enhance the company's reputation.
- Use your expert knowledge to enrich discussions, help solve problems, share the excitement of our work environment, and promote learning and idea-sharing.
- Bear in mind that the tone you use online can be interpreted in different ways by your readers.
- Stick to the facts; comments are often taken out of context.
- Build trust by keeping a respectful tone, even when disagreeing with others, and by responding to comments in a timely manner.
- Correct mistakes promptly.
- Do not engage in any conduct online that would not be acceptable in your workplace or that is unlawful.



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Keep it Confidential

- Always protect clients', the company's and suppliers' confidential and other proprietary information, especially concerning current or anticipated products, software, research, inventions, processes, techniques or other technical data.
- Don't put anything online you wouldn't share with a journalist, client, analyst or competitor.
- Make sure any reference to clients, partners and suppliers does not violate any non-disclosure obligations.
- Refer to your confidentiality obligations under your employment agreement.
- Use good judgment regarding information that could be of a sensitive nature.
- Don't use public sites for internal communication with other JM Eagle employees.

Mind Copyrights

- Comply with laws and regulations governing intellectual property rights, including copyrights and trademarks.
- Do not post content or take any action that violates the law or infringes JM Eagle's or any third party's intellectual property rights.

Most online social computing platforms are like public marketplaces—what's out there is available for all to see. The boundaries of professional and personal information are not always very clear, and you can't always be sure what is being shared, viewed or archived. Please refer to these guidelines whenever you have a question about what is appropriate.