

## **BerniePortal Sample Social Media Policy**

*Our company respects the free speech rights of all team members. The guidelines below are intended to help you gauge the impact of your online behavior about the organization, its customers and investors, its relationships with stakeholders, and on your own career—and help you make the right choices.*

*It is not intended to cover every possible situation or scenario that may evolve as a result of your post, comment, share, retweet, or like. Above all, we rely on the trust invested in your judgment, and it will continue to look to its team members to use their common sense in managing their social media profiles.*

- 1. **Our Company is an Apolitical Organization:** We strongly discourage engaging in political discussions online.*
- 2. **Be Conscious About Mixing Personal and Professional Personas:** While you may see your personal accounts as separate from their professional work, our stakeholders and clients may not.*
- 3. **You're Responsible for Your Actions:** If you're uncertain about a post, ask yourself if you'd repeat the contents of the post, comment, share, retweet, or like in a business setting. If not, it's best to refrain from posting.*
- 4. **Be Careful When Discussing the Company Online:** Don't share confidential information in public forums.*