

UPS Social Media Guidelines

With its increasing popularity and use, social media is becoming a common part of everyday communications. At UPS, we recognized that a growing number of employees, vendors, and customers use social media tools to share experiences, opinions and information. UPS is also applying social media tactics within its own communications strategies. These guidelines are aimed to provide helpful, practical advice to protect both UPS employees and the company's interests. We will continue to evolve the guidelines as new technologies and social networking tools become available.

Examples of Social Media Activity:

- Online chat rooms
- Online forums
- Online comment boards and review sites (Yelp, Complaints.com)
- Social networking sites (MySpace, Facebook, LinkedIn)
- Blogs
- Micro-blogs (Twitter, Friend Feed)
- Photo and video sharing sites (Flickr, YouTube)
- Wikis (Wikipedia)
- Virtual worlds (Second Life)

UPS Social Media Guidelines:

Use social media on your personal time and not on company time.

UPS supports employees' rights to engage in social media activities during their personal time. Limit activity to your personally-owned devices, and do not use the company's computer assets or network. Keep in mind that UPS e-mail addresses and computer assets can be traced back to a UPS domain. It is important for UPSers to understand that when they post to social media sites from within the UPS network, others will perceive that they are speaking on behalf of the company.

The UPS Policy Book, UPS Code of Business Conduct, the Information Use and Security Compliance (IUSC) Manual, and laws provide the foundation for UPS's policies and guidelines for social media activity.

The same principles and guidelines that apply to UPSers' activities in general, as found in the Policy Book, Code of Business Conduct, and IUSC apply to UPSers' activities online. This includes forms of online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio, virtual worlds and social networks.

UPS fully respects the legal rights of our employees in all countries in which we operate. In general, what you do on your own time is your affair. However, activities in or outside of work that affect your UPS job performance, the performance of others, or UPS's business interests are a proper focus for company policy. Activities that violate the standards outlined in these guidelines, the Policy Book, Code of Business Conduct or IUSC can lead to disciplinary action, including job termination.

UPS supports open dialogue and the exchange of ideas.

UPS regards blogs and other forms of online discourse as primarily a form of communication and relationship among individuals. When the company wishes to communicate publicly as a company—whether to the marketplace or to the general public—it has well established means to do so. Only those officially designated by UPS have the authorization to speak on behalf of the company.

One of UPS's core values is trust and personal responsibility in all relationships. As a company, UPS trusts—and expects—UPSers to exercise personal responsibility whenever they participate in social media. This includes not violating the trust of those with whom they are engaging. UPSers should not use these media for covert marketing or public relations. What does an UPSer's personal responsibility mean in online social media activities? Online social media enables individuals to share their insights, express their opinions and share information within the context of a globally distributed conversation. Each tool and medium has proper and improper uses. While UPS encourages all of its employees to join a global conversation, it is important for UPSers who choose to do so to understand what is recommended, expected, and required when they reference UPS.

Be who you are. Some bloggers work anonymously, using pseudonyms or false screen names. UPS discourages that in blogs, wikis or other forms of online participation that relate to UPS. We believe in transparency and honesty. If you are blogging about your work for UPS, we encourage you to use your real name, be clear who you are, and identify that you work for UPS. Nothing gains you more notice in the online social media environment than honesty—or dishonesty. If you have a vested interest in something you are discussing, be the first to point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be judicious in disclosing personal details.

Be thoughtful about how you present yourself in online social networks. The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying yourself as an UPSer within a social network, you are now connected to your colleagues, managers and even UPS's customers and vendors. You should ensure that content associated with you is consistent with your work at UPS.

Follow company procedures for employee concerns. We encourage UPS employees to discuss matters of concern with their management team. Both the UPS Open Door Policy and the UPS Help Line are resources that offer prompt review of employee problems. Publicizing your concerns through social media is not an effective or appropriate manner to get issues resolved.

Speak in the first person. Use your own voice; bring your own personality to the forefront; say what is on your mind.

Use a disclaimer. Whether you publish to a blog or some other form of social media, make it clear that what you say there is representative of your views and opinions and not necessarily the views and opinions of UPS. At a minimum in your own blog, you should include the following standard disclaimer: "The postings on this site are my own and don't necessarily represent UPS's positions, strategies or opinions."

Protect the brand and respect copyright and fair use laws. For UPS's protection and well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including UPS's own copyrights, logos and trademarked assets. Remember that the use of UPS copyrighted material and trademarks, including logos and photos, are not permitted. You should never quote more than short excerpts of someone else's work. And it is good general blogging practice to link to others' work. Keep in mind that laws will be different depending on where you live and work.

Protect confidential and proprietary information. Social media blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish—particularly on external platforms. You must make sure you do not disclose or use UPS confidential or proprietary information or that of any other person or company in any online social media platform. This includes taking photos or videos of UPS operations, employees or customers. For example, ask permission before posting someone's picture in a social network or publishing in a blog a conversation that was meant to be private.

UPS's business and financial performance. You must not comment on confidential UPS financial information such as UPS's future business performance, business plans, or prospects anywhere in world. This includes statements about an upcoming quarter or future periods, stock performance or analysis, or information about alliances, and applies to anyone including conversations with Wall Street analysts, press or other third parties (including friends). UPS policy is not to comment on rumors in any way. You should merely say, "no comment" to rumors. Do not deny or affirm them—or suggest either denial or affirmation in subtle ways.

Protect UPS employees, customers and vendors. Employees, customers, or vendors should not be cited or obviously referenced without their approval. Never identify another employee, customer or vendor by name without permission and never discuss confidential details of a customer engagement. This includes publishing photos or videos of UPS operations and employees. If a customer or vendor hasn't given explicit permission for their name to be used, think carefully about the content you're going to publish on any social media and get the appropriate permission where necessary. Furthermore, your blog or online social network is not the place to conduct confidential business with another employee, customer or vendor.

Respect your audience and your coworkers. Remember that UPS is a global organization whose employees, customers and vendors reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion. If you host a blog, use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of UPS. Further, blogs, wikis, virtual worlds, social networks, or other tools hosted outside of UPS's protected Intranet environment should not be used for internal communications among fellow employees. It is fine for UPSers to disagree, but please don't use your external blog or other online social media to air your differences in an inappropriate manner.

Add value. UPS's brand is best represented by its people and everything you publish reflects upon it. If it helps improve knowledge or a skill; if it provides information that someone finds helpful; if it builds a sense of community; or if it helps to promote UPS's values, then it is adding value.

Think before you act and don't pick fights. Always be respectful to UPS, its employees, and online audiences. This applies to the type of information posted as well as the manner and context in which it is presented. Though it may be tempting to jump into a blog debate that challenges the character and credibility of our company, employees should not engage in online social conversations in response to negative postings. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Send any links of concern (video postings, negative blog posts, etc.) to pr@ups.com. The proper UPS Communications Team will address any issues and post responses, as appropriate.

Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

Use your best judgment. Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to UPS business, discuss it with your manager. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.