

Gin Sample Social Media Policy

The Gin understands that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for the appropriate use of social media. This policy applies to all employees who work for the Gin. Managers and gin owners should contact their attorney for additional guidance in administering the social media policy.

Guidelines

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's weblog or blog, journal or diary, personal website, social networking or affinity website, and web bulletin board or a chat room, regardless of whether the information or content on the Internet is associated or affiliated with the Gin, and social media also includes any other form of electronic communication.

The same principles and guidelines found in the Gin's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of a fellow employee, or otherwise, in turn, adversely affects members, customers, suppliers, the people who work on behalf of the Gin, or the Gin's legitimate business interests that this adverse conduct may result in disciplinary action, up to and including termination. Furthermore, the gin reserves the right to pursue monetary damages if it is determined that the employee has acted in an intentional or wrongful manner that causes injury to the company or the company's employees.

Know and Follow the Rules

Carefully read the following guidelines: the Gin's Mobile Phone and Harassment policy to ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, sexual or racial harassment, and threats of violence, or similar inappropriate or unlawful conduct, will not be tolerated and may subject you to disciplinary action, up to and including termination.

Be Aware of Policy

Keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or supervisor than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as violent or intimidating or that may constitute harassment, sexual harassment, discrimination, or bullying.

Examples of such adverse conduct may include posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status that is protected by law or by Gin policy.

Posting Online

- Maintain the confidentiality of the Gin's trade secrets and business secrets. Trade secrets may include information regarding the development of systems, processes, products, know-how, and technology.

- Gin employees should not post images of a 3rd party's company, supplier, or proprietary information, which can include trademarks, copyrighted, intellectual property, or other information.
- Respect financial disclosure laws. It is illegal to communicate or to give a “tip” on inside information to others that may prompt them to buy or to sell stocks or securities.
- Refrain from creating a link from your blog, website, or other social networking site to a Gin website without identifying yourself as an employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Gin. If the Gin is a subject of the content that you are creating, be clear and open that you are an employee, and make it clear that your views do not represent those of the Gin, fellow employees, members, customers, suppliers, or people who are working on behalf of the Gin.
- If you do publish a blog or a post online that is related to the work that you do or that is related to subjects that are associated with the Gin, make it clear that you are not speaking on behalf of the Gin. It is best to include a disclaimer, such as “the postings on this site are my own and do not necessarily reflect the views of the Gin.”

Examples of Conduct That Crosses the Line:

- Employees may be subject to disciplinary action, up to and including termination, for social media posts that include:
 - Hate speech of any kind.
 - Speech that is severe enough to constitute a hostile work environment.
 - Threats to employee safety or of workplace violence.
 - Trade secrets.
 - Confidential and proprietary company information.

Using Social Media at Work

Do not use the Gin’s e-mail addresses to register on social networks, blogs, or other online tools that are utilized for personal use.

Retaliation Is Prohibited

The Gin prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media Contacts

The Gin strives to anticipate and to manage a crisis to reduce disruptions to our employees and to maintain our reputation as a high-quality Gin. To serve these objectives best, the Gin will respond to the news media in a timely and a professional manner only through a designated spokesperson.

If you have questions or if you need further guidance, please, contact your immediate supervisor or the Gin Management.

Social Media Policy

Acknowledgment of Receipt

By signing below, I acknowledge that I have received a copy of the Gin Name Social Media Policy. I further acknowledge that it is my responsibility to read the policy and to abide by its provisions.

Signature of Employee

DATE

Print Name