

SOCIAL MEDIA POLICY

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Approval: _____



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1.0 POLICY STATEMENT

Kepler Research, Inc. (Kepler) encourages all employees to be champions on behalf of the company. As the online landscape continues to mature, the opportunities for Kepler employees to communicate with each other and the world are evolving. While social media creates new opportunities for personal expression, it also creates new responsibilities.

If you do not follow the principles laid out below when engaging in social media, you could face serious consequences up to termination in accordance with the laws where you are employed.

This policy applies to all full-time and part-time employees.

2.0 REASON FOR POLICY

As a Kepler employee, you are viewed by our customers, partners, and other outside parties as a representative of Kepler. Whether or not you specifically reference or discuss your work, your participation on social media platforms is a reflection on Kepler.

3.0 WHAT IS SOCIAL MEDIA

Social media is any tool or service that facilitates conversations over the internet. Social media applies not only to traditional big names, such as Facebook, Twitter, and WeChat, but also applies to other platforms you may use that include user conversations, which you may not think of as social media. Platforms such as, YouTube, Flickr, blogs, and wikis are all part of social media.

4.0 RESPONSIBILITIES

- Through your relationship with Kepler, you have access to information that should not be made public.
- No Kepler, subcontractor, or customers' private or confidential information/communications, Personally Identifiable Information (PII), Controlled Unclassified Information (CUI), or Source Selection Sensitive Information will be posted on ANY social media site.
- Only current public Kepler or public client information can be mentioned on social media.
- Do not use a social media site to communicate with any client.
- Never post any rumors about any fellow employee, customer, or subcontractors of Kepler.
- Never represent yourself as a spokesperson for Kepler.

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- Do not speak to the media on Kepler's behalf. All media inquiries should be directed to Kepler's President.
 - If you mention Kepler in an appropriate social media post, identify that you are a Kepler employee and that the post is only your personal opinion.
 - Attempt to resolve work-related complaints by speaking directly with your co-worker(s) or managers rather than posting complaints on a social media outlet.
 - If you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, fellow employees, associates, or subcontractors.
 - Do not post comments that might constitute harassment or bullying.
 - You are also responsible for following guidance in Kepler's "Posting Information on Publicly Accessible Information Systems" and "Ethics Policy".
 - Remember posted confidential information on a social media platform will be hard to take down completely and could jeopardize your position or the position of both Kepler and your fellow employees.

5.0 SOCIAL MEDIA ACCOUNT OWNERSHIP

If you participate in social media activities as part of your job at Kepler on an account created for Kepler, that account may be considered Kepler property. If that account is Kepler property, you may not take it with you if you leave the company — meaning you will not try to change the password or the account name or create a similar sounding account or assert any ownership of the contacts and connections you have gained through the account.