



APPENDIX F Social Media Policy



At P&J, we understand that social media can be a way to share your life and opinions with family, friends, and co-workers around the world; however, 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 appropriate use of social media. This policy applies to all team members who work for P&J.

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 blog, journal or diary, personal website, social networking or affinity web site (Facebook, LinkedIn, Twitter, Snapchat etc.), web bulletin board or a chat room, whether or not associated or affiliated with P&J, as well as any other form of electronic communication. The same principles and guidelines found in P&J policies and beliefs apply to your activities online.

Ultimately, you are solely responsible for what you post online. Before creating online content, please remember that you are a representative of P&J and its family of companies so consider some of the risks and rewards that are involved before you post anything online. Keep in mind that any of your conduct that adversely affects your job performance; the performance of co-workers; or otherwise adversely affects members, clients, suppliers, and people who work on behalf of P&J, the Phillips family of companies, or P&J's business interests may result in disciplinary action up to and including termination.

Know and Follow the Rules

Carefully read these guidelines, and the Phillips & Jordan Code of Ethics and Business Conduct, E-mail and Electronic Communications Usage Policy, and Workplace Sexual Harassment Prohibition Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, 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 Respectful

Always be fair and courteous to co-workers, clients, suppliers, or people who work on behalf of P&J or any of the Phillips family of companies. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy 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 malicious, obscene, threatening, or intimidating, that disparage



co-workers, customers, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or P&J policy.

Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about P&J or any of the Phillips family of companies, co-workers, clients, suppliers, or people working on behalf of P&J, the Phillips family of companies, or competitors.

Post Only Appropriate and Respectful Content

- Maintain the confidentiality of P&J trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- Do not create a link from your blog, website, or other social networking site to a P&J website without identifying yourself as a P&J team member.
- Express only your personal opinions. Never represent yourself as a spokesperson for P&J. If P&J is a subject of the content you are creating, be clear and open about the fact that you are a team member and make it clear that your views do not represent those of P&J, co-workers, clients, suppliers, or people working on behalf of P&J or the Phillips family of companies. If you do publish a blog or post online related to the work you do or topics associated with P&J, make it clear that you are not speaking on behalf of P&J. It is best to include a disclaimer such as "The postings on this site are my own and do not reflect the views of Phillips & Jordan."

Using Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor or consistent with P&J policy. Do not use your P&J e-mail address to register on social networks, blogs, or other online tools utilized for personal use.



Retaliation is Prohibited

P&J prohibits taking negative action against any team member for reporting a possible deviation from this policy or for cooperating in an investigation. Any team member who retaliates against a co-worker 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.

Questions

Team members may ask their supervisor or the Marketing & Communications Department if they have any specific questions about what is appropriate for social media content. This policy is not intended to interfere with a team member's legally protected rights or to prohibit communications protected by the National Labor Relations Act.