



### III. THE PUBLICIS WAY TO MANAGE INFORMATION

## 2. SOCIAL MEDIA

### WHY?

Publicis Groupe encourages employees to use social media in a positive manner in order to build their personal brands and act as ambassadors for Publicis Groupe, our agencies and our clients.

The guidelines must be applied to reduce the risk of damaging people careers, business units and Client Brands.

### FOR WHOM?

Every single employee of Publicis Groupe.

### WHAT?

These guidelines cover the personal use of social media channels by Publicis Groupe employees, including but not limited to: social networks like Facebook, LinkedIn and Renren, blogs like Wordpress, Blogger and Tumblr, microblogs like Twitter and Weibos, forums like Wikipedia, video sharing like YouTube and Youku and photo sharing like Instagram and Flickr.

They provide key principles to follow when participating in online platforms of communication.

#### Confidentiality

- Use good judgement and act in a way that allows Country to comply with their commitments towards clients and employees.
- Do not share any Country or client confidential data and never discuss business performance or plans. Any information that cannot be disclosed through a conversation, a note or an email also cannot be disclosed through social media.
- Trade secrets may include information related to marketing strategies, advertising ideas, know-how, systems and processes and billing rates.

#### Personal accountability

- Always act in a manner that is consistent with Publicis Groupe values. Incomplete, inaccurate, inappropriate, threatening, harassing or poorly worded postings may be harmful to other employees, damage employee relationships, undermine agency/ Country efforts to encourage teamwork, jeopardize client relationships, violate the policy and harm the agencies, may result in disciplinary action up to and including termination.

- Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
- Do not represent an agency or a Country without prior express permission. Remain loyal to the agency and do not express publicly opinions that could damage the company.

#### Copyright & Privacy

- Be respectful of people privacy in photography and video, both in the office and at the agency events. Use similar discretion when tagging or including peers in posts.
- Ensure that links go back to the source and obtain approval of the author wherever necessary.
- Avoid engaging in any negative or controversial brand related conversations on social media and focus on the positives.
- Many clients have privacy policies that need to be respected. Any inclusion of client information in social media activity must be checked with agency management. or directly with the client.

### WHO?

Country CEOs and CTOs.