02. Social Media

▶ **AT A GLANCE**

- We **use social media responsibly.**
- We always act in a manner **consistent with Publicis Groupe values.**
- We respect our **client's privacy policies.**

FOR WHOM?

All employees.

WHAT?

These guidelines cover the personal use of social media channels by Publicis Groupe employees, including but not limited to: social networks, blogs, microblogs, forums, video sharing, photo sharing and tagging.

They must be applied to reduce the risk of damaging careers, Business Units and client brands.

HOW?

Confidentiality

- Do not disclose any Groupe or client or employee confidential data.
- 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.
- Do not disclose or give away trade secrets which may include information related to marketing strategies, advertising ideas, know-how, systems and processes and billing rates.
- Use good judgement and act in a way that allows the Groupe and its Business Units to comply with their commitments to clients and employees.

Personal Accountability

- Employees should recognise that personal and professional social media activity can overlap. Even where an account does not identify Publicis Groupe as an employer, colleagues, clients and other stakeholders may still associate that content with Publicis Groupe. Employees must exercise good judgement and avoid content that could damage the reputation or business interests of Publicis Groupe, its agencies or clients.
- 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/Groupe efforts to encourage teamwork, jeopardize client relationships, violate the policy and harm the agencies.
- Dishonorable content such as racial, ethnic, sexual, religious and physical disability slurs are not tolerated.
- Do not represent an agency or a Groupe without prior express permission.
- Any tagging of official Publicis Groupe social media accounts must be approved by Groupe Communications beforehand.
- Remain loyal to the agency and do not express publicly any opinions that could damage the company.
- It may result in disciplinary action up to and including termination of employment.

Professional social networks

Employees using professional networking platforms such as LinkedIn should:

- Only post content relating to their work that has been cleared by their account or agency lead.
- Not comment on new business wins in line with our policy that we do not comment on new business.
- Never engage in discussions on political, divisive or sensitive subjects.
- Ensure their job title and description of their responsibilities are accurate.

Internal social networks

These principles apply equally to internal collaboration platforms Marcel and Teams. The informal nature of these platforms does not remove the obligation to communicate professionally, responsibly and respectfully.

Copyright & Privacy

- Be respectful of people's privacy in photography and video, both in the office and at agency events.

- Use similar discretion when tagging or including peers in posts.
- Ensure that links go back to the source and obtain approval from the author wherever necessary.
- Refrain from engaging in any negative or controversial brand-related conversations on social media and focus on the positive aspects.
- Any inclusion of client information in social media activity must be checked with agency management or directly with the client.
- Many clients have privacy policies that need to be respected.

WHO?

CEOs and CTOs.

Policy available to the public on the Groupe website.