

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

- 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.

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.