



Blogging and Social Networking Policy

It is the responsibility of the company to protect itself from unauthorized disclosure of information. This policy is intended to provide our employees with guidelines established to address company-authorized social networking and personal social networking. While the company respects an employee's privacy, conduct that has or has the potential to have a negative effect on the company might be subjected to disciplinary action up to and including termination, even if the conduct occurs off the property or not on company time.

These guidelines are referring to all forms of social media technology, including but not limited to: blogs; wikis; RSS feeds; social networking sites such as Facebook, LinkedIn, Friendster or MySpace; video and photo sharing websites such as YouTube; microblogs such as Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters affiliated and/or not affiliated with SMG.

Authorized Social Networking

The goal of authorized social networking and blogging is to become a part of the industry conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about company events and services, promote and raise awareness of the SMG brand, search for potential new markets, communicate with the public and issue or respond to breaking news.

When social networking, blogging or using other forms of web-based forums, SMG must ensure that use of these communications maintains our brand identity, integrity and reputation while minimizing any types of risk.

Facilities should designate authorized employees who can prepare and modify content for SMG's blogs and/or company social networking entries.

Each facility is responsible for ensuring all blogging and social networking information complies with SMG's policies. SMG reserves the right to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content will be done without permission of the blogger or advance warning. SMG also reserves the right to take legal action against persons who engages in prohibited or unlawful conduct.



Non-Authorized Social Networking

Employees should not use employer-owned equipment, including computers, company cell phones, company-licensed software or other electronic equipment for non-authorized social media technology. Nor should employees use our facilities and/or company time to conduct personal blogging or social networking activities.

Employees are not permitted to post on personal blogs or other sites the name, trademark or logo of SMG or of SMG's vendors or clients. Employees should also be certain not to post company-privileged data, including but not limited to: copyrighted information or company-issued documents.

Employees may not publicly discuss clients, vendors, patrons, co-workers, former co-workers and/or any work-related matters, whether confidential or not, outside of company-authorized communications. Employees are expected to protect the privacy of SMG and its employees, former employees, clients and vendors and are prohibited from disclosing personal information, proprietary information and/or nonpublic information to which employees may have access.

SMG respects the right of employees to write blogs and use social networking sites and does not want to discourage employees from self-publishing and self-expression. However, employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the individual and you as the employee. SMG does not discriminate against employees who use this type of media for personal interests and affiliations or other lawful purposes.

If you choose to identify yourself as a SMG employee, please understand that some readers may view you as a spokesperson for SMG. Because of this possibility, we ask that you state that your views expressed in your blog or social networking area are your own and not those of the company, nor of any person or organization affiliated or doing business with SMG.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage against employees, vendors, clients and/or anyone associated with or doing business with SMG.

Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters may be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party.



Discipline for Violations

Violations of SMG's social networking policy may result in disciplinary action up to and including immediate termination even if the conduct occurs outside of company time, off company property and/or not on employer owned equipment.

SMG reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

Employer Monitoring

Employees are cautioned that they should have no expectation of privacy while using the internet. Your postings can be reviewed by anyone, including SMG. SMG reserves the right to monitor comments or discussions about the company, its employees, clients and the industry, posted on the internet.

If you have any questions relating to this policy please see your manager and/or your local Human Resources department.