



Sydenstricker Social Media Policy

Social Media enables personal online collaboration that is changing the way we interact with our stakeholders and each other on issues related to our business. Examples of social media are blogs, wikis, social networks, virtual worlds, online discussion, videos, and many others. As technology advances at ever increasing rates, we can communicate and collaborate within and outside the company more effectively.

This policy is intended as a guideline for Sydenstricker social media. We encourage open and dynamic conversation on social media platforms and strive to reply to direct inquiries within 24-48 hours. Our intent is to maintain a friendly and respectful environment for fans of all ages.

We expect users of social media to follow these guidelines:

- *You may not post anything that is spam, advertising of outside sources or links, a violation of intellectual property or law, abusive, profane or defamatory toward a person, entity or belief. Content that falls into these categories will be removed and anyone posting repeated violations will be banned from this page.*
- *We reserve the right to correct factual errors.*
- *Because safety around equipment is critical, we will remove videos or pictures portraying unsafe operation of equipment, including unsafe depictions of children on or near equipment.*
- *While we encourage lively conversation, we reserve the right to delete comments at our discretion.*

Employee Use. It is vital that our employees take advantage of these new communication platforms, while understanding that we have an obligation to represent the Sydenstricker brand with integrity. If you communicate that you have a relationship with the company, then it matters how you conduct yourself. Company policies exist that govern our communications, and these policies apply when using social media. The purpose of this policy is to further define the use of social media while maintaining our high standards of communication. Apply these requirements when using social media to conduct company business and when using social media to personally communicate information about the company. **Follow the Privacy & Data policy and all other company policies.** Protect confidential information and do not disclose or comment on company confidential or proprietary information in an external social media posting. Limit the sharing of confidential information on internal social media to those individuals with a business need to know. **Speak on behalf of the company only when officially authorized.** However, the company encourages employees to informally advocate for our products and services. Just clearly communicate when your postings represent your own personal views and/or expertise. Include a disclaimer such as “These are my own opinions and views and may not represent or reflect the opinions and view of Sydenstricker.” **Clearly identify yourself and your role in the company.** Identify your affiliation with the company. For example, indicate that you are a company employee. If you have a vested interest in the topic under discussion, you must explain that interest. **Add value and respect others.** Use your postings to add value to the community involved, such as helping others solve problems and work more efficiently. Know what others are saying on social media and in the industry about the topic and reference or link to them as appropriate. Obtain permission from others before forwarding, citing, quoting or posting their comments, or using their private content, names and pictures. **Accept personal responsibility.** You are ultimately responsible for your postings. Strive for authentic, relevant and quality postings. Honesty, truthfulness, and integrity are standards of good communications. Information posted may be widely distributed and can exist indefinitely. All information posted should be true and not defamatory or misleading. Consider what you communicate and how others will perceive it. Review your postings frequently and if you identify an error or inaccurate information, acknowledge and promptly post correction. Promptly delete inappropriate or offensive material. Make it clear when you modify a posting. You are personally responsible for any postings that can be tracked back or associated to your relationship with the company. Personal social media activities must not interfere with your work or productivity at Sydenstricker. **Respect the legal rights of others.** Use the Sydenstricker or others’ trademarks, logos, slogans and copyrighted materials only when given advance written permission. Do not disclose trade secrets.

Contest Rules. The promotions offered via Social Media are in no way sponsored, endorsed, or administered by, or associated with the social media site being used. Participants and winner(s) must be U.S. residents. One entry per person. Employees of the Company and members of the immediate family of the employees are not eligible to participate and win. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation, or other family extension, and any other persons residing at the same household regardless if related or not.