



SOCIAL MEDIA

PURPOSE

Healthy Minds Consulting (HMC) believes in and encourages open communication, and values your desire to share and comment about the work that you do. We are all passionate about our work and being involved in discussions connected to that work is a natural extension of who we are. Whether you do so by participating in a blog, wiki, discussion forum, online social network, or any other form of online presence is completely up to you.

However, these methods of communication carry with them the weight of responsibility, and consequence if handled incorrectly; for us individually, as a company, our clients and their families, and those we associate with as professionals and peers. In order to avoid any problems or misunderstandings, please review and frequently refer to the following guidelines as you navigate your conversations online.

POLICY

- ✧ The following is to be used in conjunction with all other HMC policies. If there ever appears to be a conflict between policies with regard to what should or should not be said online, please use common sense and err on the side of caution, and bring the matter up with HMC leadership for review and clarification.
- ✧ When you discuss HMC or brand-related matters on the internet, you must identify yourself with your name and, when relevant, your role at HMC. Only very few people in this company are officially cleared to formally speak on behalf of HMC as an entity, so if you are not one of them you must make clear that you are speaking for yourself and not for the company. You can use a disclaimer like "*The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Healthy Minds Consulting*". Please always write in the first person and don't use your company email address for private communications.
- ✧ Be aware that even anonymous postings can be traced back to the company. These guidelines apply in all cases of online interactions.

- ✧ You are personally responsible for the content you publish on blogs, wikis, discussion forums, online social networks, or any other form of online media. Please remember that **the internet never forgets**. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to HMC in any way, talk to your supervisor before proceeding.
- ✧ Most of the information shared internally though HMC is private and confidential and should never be shared with anyone outside of HMC without explicit written consent of the client and/or the person initiating the communication. If an item features the sentence "OK to share" then that communication has been deemed appropriate to share by the sender.
- ✧ Messages from our President or leadership team to all employees are not meant for the media. If we as a company wanted the public to know about certain information, the company would prepare a formal press release and share the information on its own.
- ✧ It is perfectly fine to talk about your work and have a dialogue with the community (see the second bullet above), but it is not ok to discuss internal or confidential information. If you have signed a confidentiality agreement or NDA you are expected to follow it. Please act responsibly with the information you are entrusted with. You are a professional and the company trusts that you will behave as such in both business and personal interactions where HMC-related topics or information are concerned.
- ✧ Do not comment on work-related legal matters unless you are an official spokesperson and have the legal approval by HMC to do so. In addition, talking about revenues, pre-production/unreleased products, pricing decisions, unannounced financial results or similar matters will get you, the company, or both into serious trouble. Stay away from discussing financial topics and predictions of future performance at all costs. *"This is not a matter I am in a position to comment on"* is a perfectly acceptable and accurate response to any conversations trying to elicit information from you.
- ✧ Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in HMC's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as an HMC employee, associate, or representative, please dress and behave accordingly. We all appreciate respect.

- 👉 Keep in mind your general behavior online, even with regard to non-HMC-related topics of discussion, still have an effect on you and the company. As an HMC employee, associate, or representative, there is a connection to and reflection on the company in every interaction you have. Unbecoming comments or behavior can carry serious consequences. Please be mindful before you act.
- 👉 Think about consequences. Imagine you are sitting in an IEP or other HMC meeting and your client or the school brings out a printout of a colleague's post that states that the topic you were about to discuss is "completely off-track and lacks merit". Please remember: Using your public voice to trash or embarrass your employer, your co-workers, your clients, or even yourself is not ok and potentially very damaging.
- 👉 In a case where you end up sharing/posting something that just wasn't true, be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- 👉 Please respect copyright. Very simply, if it is not yours, don't use it. It is that person's choice to share their material with the world, not yours. Before posting someone else's work, please check with the owner first.
- 👉 Don't cite or reference clients, partners, or peers without their approval. When you do make a reference, where possible, link back to the source.
- 👉 Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your various online profiles and related content is consistent with how you wish to present yourself with clients and colleagues.
- 👉 Even if you act with the best intentions, you must remember that anything you put out there about HMC can potentially harm the company. This goes for all internal media as well, like email, internal chat, or any newsletters you send out. As soon as you act on the company's behalf by distributing information, you are upholding the company's image. Please act responsibly. If in doubt, please contact HMC leadership or your supervisor before you hit the send button.