

Dealership Social Media Use Policy

Appropriate Use of Social Media

Scope

The social media guidelines apply to all Dealership staff, contractors, and business partners and must be followed for all online communications that reference Dealership.

Social Media: For the purposes of this policy, social media is any on-line social structure made up of individuals or organizations that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, business operations, professional exchange, etc. Social media sites operate on many levels and take many forms, but some examples of social media activities subject to this policy include, but are not limited to, the following specific technologies: blogs; web sites; professional networks such as LinkedIn and Plaxo; Twitter, Facebook, MySpace, and Digg; private networks using applications such as Kickapps and Ning; video sites such as YouTube and Yahoo! Video; and online rating/review sites that invite feedback and commentary on products, services, and other topics. These are a few of a growing number of social media outlets to which this policy applies.

The access to and use of social media sites are not a requirement for most Dealership positions. The Dealership-sanctioned social media activity and the personal social media guidelines follow.

Dealership-Sanctioned Social Media Activity:

Dealership may decide to develop, sponsor, host, or otherwise participate in social media on behalf of Dealership business and related activities (“Dealership-Sanctioned Social Media Activity”). Dealership-Sanctioned Social Media Activity shall occur solely at the direction of, and under the exclusive guidance of the General Manager. Only those Dealership employees granted authority by their departmental manager may (1) set up, access, update, or otherwise maintain Dealership-Sanctioned Social Media Activity; (2) identify themselves as Dealership employees, or purport to speak on behalf of Dealership in social media, or (3) utilize Dealership assets to participate in social media.

Any participation in Dealership-Sanctioned Social Media Activities, or in social media representing Dealership, or identified as a Dealership employee, must:

- Reflect positively on your co-workers/colleagues, your department, and Dealership as a whole;
- Not conflict with Dealership’s mission, culture, and/or values;

- Not reveal any confidential or proprietary Dealership information;
- Be respectful to the company, other employees, customers, and business partners;
- Remember that your actions captured via images, posts, or comments can reflect on Dealership;
- Not reference or cite business partners or customers without their express written consent and that of your Vice President;
- Comply with the Dealership procedures in accessing Highly Sensitive Information (including comments posted on blogs, forums, and social media sites);
- Comply with all FTC and other federal, state and local governmental laws and regulations.

All uses and disclosures of Dealership data or information in any social media is strictly prohibited except as specifically directed by the Dealer or General Manager in writing, and only in compliance with applicable privacy policies, regulations, and standards. Should you have questions about the policy or any restrictions contained herein, please contact the Dealership General Manager.

The inappropriate use of social media by Dealership employees that conflicts with Dealership's mission and values, violates Dealership policies and procedures, and/or compromises the privacy and security of confidential or proprietary Dealership information shall be subject to corrective action. Dealership management considers any violation of acceptable use principles or guidelines to be a serious offense and reserves the right to copy and examine any information on the systems allegedly related to unacceptable use. Employees who violate this policy will be subject to disciplinary action, up to and including termination of employment.

Personal Social Media Guidelines:

Dealership employees may take part in social media on their personal behalf outside normal business hours and during personal time, with the understanding that personal opinions can reflect on Dealership.

Any material presented online is the responsibility of the individual who posted the material, the author (poster). The following summarizes the responsibilities of the individual for personal social media activities;

- Personal social media should have clear disclaimers that the views expressed by the author (poster) is the author's (poster's) alone and do not represent the views of any other party.

- Write in first person and make your writing clear that you are speaking for yourself and not on behalf of Dealership.
- Do not participate in social media activities during working hours or use Dealership assets.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting.
- Respect the confidentiality of proprietary information and content.
- When disagreeing with others' opinions, keep it appropriate and polite.

Inaccurate or Defamatory Content

Should Dealership staff become aware of social media activity that would fail the “good judgment” test, they should notify their immediate supervisor upon learning of violations of this policy. Dealership reserves the right to change this notification policy at any time. Dealership staff who participates in online communication deemed to be in violation of the social media policy will be subject to the disciplinary action described above.