

- paid or unpaid holiday

COMMUNICATIONS POLICY

[INSERT COMPANY NAME] strives to provide clients and the public with accurate and timely information, communicated in a professional manner, and in accordance with the laws regarding public information and data practices.

This policy provides guidelines for all internal and external communications from [INSERT COMPANY NAME] using various mediums including:

- Printed materials such as newsletters, articles, and brochures.
- Electronic materials such as email, postings to web sites or social media sites.
- Media relations such as requests for interviews, news releases, and media inquiries.

Communicating on behalf of [INSERT COMPANY NAME]

Employees are not authorized to communicate on behalf of the [INSERT COMPANY NAME] in interviews, publications, news releases, on social media sites, and related communications, UNLESS approved by the Managing Director. When speaking on behalf of [INSERT COMPANY NAME]:

- Employees must identify themselves as representing [INSERT COMPANY NAME]. Account names on social media sites must clearly be connected to [INSERT COMPANY NAME] and approved by the Managing Director.
- All information must be respectful, professional and truthful. Corrections must be issued when needed.
- Personal opinions generally don't belong in official Company communications.

ADDITIONAL GUIDELINES FOR PERSONAL COMMUNICATIONS

It is important for employees to remember that the personal communications of employees may reflect on [INSERT COMPANY NAME], especially if employees are commenting on [INSERT COMPANY NAME]'s or its client's business. The following guidelines apply to personal communications including various forms such as social media (Facebook, Twitter, blogs, YouTube, etc), letters to the editor of newspapers, and personal endorsements.

- Remember that what you write is public, and will be so for a long time. It may also be spread to large audiences. Use common sense when using email or social media sites. It is a good idea to refrain from sending or posting information that you would not want your boss or other employees to read, or that you would be embarrassed to see in the newspaper.
- [INSERT COMPANY NAME] expects its employees to be truthful, courteous and respectful towards supervisors, co-workers, citizens, customers and other persons associated with the Company. Do not engage in name-calling or personal attacks.
- If you publish something related to Company business, identify yourself and use a disclaimer such as, "I am an employee of [INSERT COMPANY NAME]. However, these are my own opinions and do not represent those of the [INSERT COMPANY NAME]."