

## *Social Media Guidelines*

### **INTRODUCTION**

Social media can be defined as the collection of various tools and technologies that allow users to interact with each other and share opinions and content. Examples of social media include blogs, wikis and social networks (Facebook, X formerly known as Twitter, LinkedIn, YouTube, etc.). These tools are changing the way that we communicate, interact and work. However, while the tools have changed, the game of communication is still the same. Social media allows for the easy sharing of existing content, expands the reach of our work, and builds communities and networks to encourage participation and engagement.

The following guidelines address the use of social media by the employees of The Crowley Company. Although we highly encourage the use of social media, as an employee, you are required to adhere to the company's code of conduct found in the [Employee Handbook](#), Section 5-4: Use of Social Media.

The Crowley Company respects the right of any employee to maintain a blog or web page or to participate in a social networking, X formerly known as Twitter, or similar site, including but not limited to Facebook and LinkedIn. However, to protect Company interests and ensure employees focus on their job duties, employees must adhere to the guidelines listed out in this document.

### **WHO ARE THESE GUIDELINES FOR?**

These guidelines have been developed for ALL employees of The Crowley Company who engage in social media and mention our company and anything or anyone related to it, including our partners and resellers. Specific social media channels include blogs, and content on, but not limited to, Facebook, X formerly known as Twitter, Instagram, YouTube, LinkedIn and any other platforms that enable the sharing of conversations, text, slides, photos and videos.

## ***ROLES AND RESPONSIBILITIES***

Director of Marketing and Communications oversees all communications-related matters at Crowley and has the authority to approve all messaging and strategy for offline and online channels. They also supervise social media activity to ensure that it adheres to organizational policy and accurately reflects the tone of the organization.

Social Media Coordinators have the responsibility to manage and direct all of Crowley's social media accounts and strategy and serves as the unofficial "voice of Crowley" on all online accounts. These people are responsible for creating content and posting on the organization's behalf.

Department Heads, Sales Reps, Support Technicians and Project Managers are expected to contribute to online conversations by finding and sharing new relevant information and have this put on the radar of the Social Media Coordinators (through direct e-mail or social media messages). In addition, department heads, sales reps, support technicians and project managers are encouraged to engage in conversations (i.e., like, share, comment etc.) and build relationships with their own professional/personal social media accounts.

Staff are highly encouraged to use their personal social media accounts to engage with and promote Crowley's advocacy and work. All staff members may also use social media for work-related socializing and organizing in an effort to build relationships and expand our organizational reach. Only designated employees (i.e., Director of Marketing and Communications / Social Media Coordinators) may represent themselves as official Crowley spokespeople who speak on behalf of the organization online.

## ***PROFESSIONAL & PERSONAL ACCOUNTS***

Official Crowley accounts – All messages posted through the official Crowley accounts on Facebook, X formerly known as Twitter, LinkedIn, etc. must be approved by the Director of Marketing and Communications and/or Social Media Coordinators. The messages posted on the official accounts serve as organizational opinions and viewpoints.

Professional accounts – If you choose to participate in social media for purely professional reasons (i.e., connecting and keeping up with industry leaders and influencers, contributing to the conversation etc.), then you should maintain a purely professional account. Usernames should adhere to the following

consistent format (specifically for X formerly known as Twitter): FirstName, Last Initial, underscore Crowley (e.g., @JohnS\_Crowley). This helps identify the account being used primarily for professional activities. All guidelines below apply to professional use of social media.

Personal accounts – Undoubtedly, many employees will own personal social media accounts. If you choose to manage a single account for both professional and personal usage (i.e., X formerly known as Twitter accounts), then be sure to review and follow all guidelines and best practices below to ensure proper utilization. We expect you to be cognizant of the content you choose to share with people – remember to take advantage of privacy settings that can help you filter your messages to reach only specific people.

## **GUIDELINES**

All Crowley employees' online conduct should be governed by the following principles:

- Be professional – in and out of work. In online networks, the lines between public and private, personal and professional are blurred, remember that others may have access to the online content you post. On X formerly known as Twitter, for example, everything you share is public and lives on forever. Keep this in mind when you publish information online and know that information intended for a small group can be forwarded on. Maintain professionalism at all times and be conscious about mixing your personal and professional lives.
- Be responsible – Remember that you are personally responsible for the content you publish. Again, be mindful that what you publish can be public forever – so protect your privacy, as well as Crowley's. Make sure to maximize settings to match your privacy preferences. Use common sense and take some caution with social media as you would with other forms of communication.
- Be transparent – use a disclaimer. Identify yourself and your role at the organization when you discuss Crowley or Crowley-related matters. Make it clear that the views expressed are yours and do not necessarily represent the views of Crowley. Use a disclaimer to disclose your affiliation in your profile. (Example: All opinions expressed here are my own and do not represent those of my employer.) Additionally, don't speak outside of your expertise and don't use The Crowley Company name to promote or endorse any cause, candidate, or political party, unless it's the official position of the organization. This is necessary to preserve the Company's goodwill in the marketplace.
- Be respectful and civil – No spam, untruthful, defamatory or discriminatory comments and expletives. Be strong but remain polite and appropriate at all times. Refrain from engaging in

unnecessary arguments or extensive debates with naysayers. Always be aware that your behavior may reflect on the organization.

- Follow the law – Any conduct that is impermissible under the law if expressed in any other form or forum is impermissible if expressed through a blog, web page, social networking, X formerly known as Twitter or similar site. For example, posted material that is discriminatory, obscene, defamatory, libelous or violent is forbidden. Company policies apply equally to employee social media usage.
- Think before you post – Don't say anything online that you wouldn't want to see quoted on CNN, seen by your parents, or must justify to your boss. Mind the global audience and be aware that information you post can be accessed globally. Be careful when you talk about Crowley, only share publicly available information, and ensure that your content is factual.
- If you're unsure, ask. If you are ever in doubt about whether something is appropriate, the best thing you can do is ask somebody on the Communications team for any help and clarifications.

## ***BEST PRACTICES***

To maximize your effectiveness in social media, here are a few tips and pointers:

- Showcase your personality – You're not a robot, so don't talk like one! Speak as if you were speaking to a friend and develop an online voice that is inviting. An engaging personality and voice will help you build your audience! Talk about the things you care about - ask questions, create conversations, and add value to existing dialogues!
- Sharing is caring – Feel free to share and discuss your experiences by being a documentarian. Important meetings with CEOs - summarize how it went! Excited by a particular presentation – let others know! However, don't talk only about yourself, since shameless self-promotion is no good. Share the successes of your fellow colleagues. Keep in mind sharing best practices like shares on Facebook and retweets on X formerly known as Twitter to highlight the work of other folks, including Crowley!
- Be real – show authenticity. Your passion is contagious – let it be felt! Be honest and genuine – speak about the passion you feel for your work and talk about the successes you have been part of. Contribute regularly to relevant conversations to create a strong dialogue with others.
- Be active and timely – Being present and responsive will allow you to gain credibility and value. Remember to monitor replies and comments. Social media presence require diligent care - try to check your social media sites for at least 15 minutes each day to update and be kept up to date. The worst thing you can do is be inconsistent.

- Tune in and listen - Observe before you engage, and get a feel for what people are talking about and what they're interested in. By listening, you can ensure that your content and communications are relevant to those that you're attempting to engage with. Be a scout for sentiment and critical issues, as you are one of the most vital assets for monitoring the social media landscape!
- Always keep learning - social media is fast-moving and constantly evolving. Ask questions. Be on the lookout for the latest and greatest. Link to others and always build relationships - that's what social media is all about.