

Crestron Electronics, Inc.

Social Media Policy



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1. Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. CRESTRON ELECTRONICS, INC. embraces social media as an important tool of corporate and business engagement and encourages its employees to use social media in a personal capacity as a way to reach out and share with friends and communities, both old and new.

With the rapid growth and application of social media, we recognize the need to have a policy to ensure that employees who use social media either as part of their job or in a personal capacity have guidance as to the Crestron Electronics, Inc.'s expectations, especially where the social media engagement is about CRESTRON ELECTRONICS, INC. or its products, people, competitors, and/or other business related individuals or organizations.

2. Scope

All social media communication by CRESTRON ELECTRONICS, INC. employees or contractors on behalf of CRESTRON ELECTRONICS, INC. is subject to applicable Crestron Electronics, Inc. policies, laws, and regulations. Our [Policy] sets forth a standard of your personal responsibility both inside and, in some cases, outside the workplace. CRESTRON ELECTRONICS, INC. also recommends that its suppliers adopt the standards in this policy.

3. Definitions

Social media includes all forms of public, Web-based communication and expression that bring people together by making it easy to publish content to many audiences.

a. Social Media Examples:

- > Social networking sites (e.g., Facebook, MySpace, Bebo, Friendster, LinkedIn)
- > Video and photo sharing websites (e.g., Flickr, YouTube)
- > Micro-blogging sites (e.g., Twitter)
- > Blogs (e.g., corporate blogs, personal blogs, media hosted blogs)
- > Forums and discussion boards (e.g., Whirlpool, Yahoo! Groups, Google Groups)
- > Collaborative publishing (e.g., Wikipedia)
- > Bookmark sites (e.g., Delicious, Furl)
- > Linklog sites (e.g., blogs that only post URLs for interesting sites)

4. Discussing Crestron Electronics, Inc. on Social Media

While your free time is generally not subject to any restrictions by the Crestron Electronics, Inc., CRESTRON ELECTRONICS, INC. urges all employees not to post information regarding the Crestron Electronics, Inc., their jobs, or other employees which could lead to morale issues in the workplace or detrimentally affect the Crestron Electronics, Inc.'s business.

a. Identifying Association with Crestron Electronics, Inc.

If you participate in external social media sites on your personal time and make reference to your employment with CRESTRON ELECTRONICS, INC., you must keep in mind the following:

- > Limit references to your work at CRESTRON ELECTRONICS, INC. to describing simple factual information about your position (e.g., title, location, tenure, department). Only include personal contact information, not your CRESTRON ELECTRONICS, INC. information. Participation in external social media sites must be unrelated to your work at CRESTRON ELECTRONICS, INC.
- > Any references that mention CRESTRON ELECTRONICS, INC. products and services, go beyond brief factual information about your position, or include CRESTRON ELECTRONICS, INC. contact information may be considered advertising and marketing and is prohibited without prior <Department> review and approval.
- > Do not hold yourself out as representing CRESTRON ELECTRONICS, INC.'s views in any way. Be clear you are speaking for yourself and not on behalf of CRESTRON ELECTRONICS, INC.
- > Use good judgment when making the decision whether to identify your connection with CRESTRON ELECTRONICS, INC. Ask yourself whether it is really necessary and if our Crestron Electronics, Inc. would want to be identified in that medium.

If you participate in an external social media site and mention your connection with CRESTRON ELECTRONICS, INC., remember that the site likely has an almost unlimited number of potential audiences. Despite the care you may take not to hold yourself out as representing CRESTRON ELECTRONICS, INC.'s views, any statements, images, or material you post may still be viewed as being on behalf of CRESTRON ELECTRONICS, INC.

b. Social Media on Behalf of Crestron Electronics, Inc.

Before you can become an authorized CRESTRON ELECTRONICS, INC. representative on a social media platform, you must have approval from your manager and be accredited by [Department]. When representing the Crestron Electronics, Inc., you are required to follow the guidelines for proper Crestron Electronics, Inc. representation outlined in the next section.

You are also required to complete training on emerging social trends and evolving best practices in social media. Only offer advice, support, or comment on topics that fall within your area of responsibility at CRESTRON ELECTRONICS, INC. For other matters, alert the relevant accredited topic expert and, if the situation requires a real time response, let the other party know that the request has reached CRESTRON ELECTRONICS, INC. for a response.

c. Standards for Social Media Representatives

Any CRESTRON ELECTRONICS, INC. employee or contractor engaging in social media dialogue as an official representative of the Crestron Electronics, Inc. is required to meet the following standards:

- 1. Remain Transparent:** You must disclose your employment with CRESTRON ELECTRONICS, INC. in all communications with customers, the media, or other Crestron Electronics, Inc. stakeholders when speaking on our behalf and provide contact information to those parties upon request. Fake identities, or sock puppets, are prohibited when contributing, editing, or modifying content related to CRESTRON ELECTRONICS, INC. Never hide your identity for the purpose of promoting CRESTRON ELECTRONICS, INC. through social media.
- 2. Remain Knowledgeable:** You may only post information regarding your area of expertise and provide unique, individual perspectives.
- 3. Remain Thoughtful and Polite:** You should post meaningful, respectful comments, always think before posting, and adhere to the Crestron Electronics, Inc.'s [Policy] principles.

As a representative of CRESTRON ELECTRONICS, INC., you understand our commitment to respectful, civil, and thoughtful discussion. Some online communities can be volatile, tempting users to behave in ways they otherwise would not. Your reputation and the CRESTRON ELECTRONICS, INC.'s are best served when you remain above the fray.

If you have any questions about whether it is appropriate to write something about certain kinds of material in your role as a CRESTRON ELECTRONICS, INC. representative, ask your manager before you post.
- 4. Protect Crestron Electronics, Inc. Information:** You will respect proprietary information and content, protect confidentiality, and adhere to the Crestron Electronics, Inc.'s [Policy].

5. Expectations of Use

When engaging in social media both inside and outside the Crestron Electronics, Inc., CRESTRON ELECTRONICS, INC. has specific expectations of your conduct and the information you share, which are outlined in the following section.

a. Appropriate Conduct

Do not post material that is obscene, defamatory, threatening, harassing, discriminatory, or hateful to another person or entity, including CRESTRON ELECTRONICS, INC., our employees, and our partners. You are required to be respectful of all individuals and communities you interact with online and to be polite and respectful of others' opinions, even in times of heated discussion and debate. You are required to adhere to the Terms of Use of the site and to respect the cultural and behavioral norms of the social media platform being used.

b. Proprietary and Confidential Information

You may not post any confidential, proprietary, or trade secret information that is not generally available to the public. Any information related to CRESTRON ELECTRONICS, INC. products, strategy, financials, imminent departure of key executives, or Crestron Electronics, Inc., customer, partner, or personal employee data that has not been made public cannot appear in personal postings under any circumstances. If you require clarification about what information is public domain, you should refer to [Web site] or consult with [Department].

c. Logos, Copyrights, and Trademarks

Do not use any words, logos, or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without permission from the owners.

d. Accurate Information

You may not knowingly communicate information that is untrue or deceptive. Communications should be based on current, accurate, complete, and relevant data. We will take reasonable steps to ensure the validity of information communicated via any channel, but it is your responsibility to assure accuracy in the first instance. Anecdotes and opinions will be identified as such.

e. Conflict of Interest

If you already have a personal social media site that indicates you work for CRESTRON ELECTRONICS, INC., please discuss any potential conflicts of interest with your manager. Similarly, if you want to start a social media site and say you work for CRESTRON

ELECTRONICS, INC., you should discuss any potential conflicts of interest with your manager. If you think something in your blog or Web site gives rise to concerns about a conflict of interest and, in particular, concerns about impartiality or confidentiality, you must discuss this with your manager. If you are offered payment to produce a blog for a third-party, this could constitute a conflict of interest and must be discussed with your manager.

f. Personal Information about Colleagues

Be considerate of your colleagues, and do not post personal information when you have been asked not to. Remove any information about a colleague if that colleague asks you to do so.

g. General Disclaimer

If you publish to a website outside CRESTRON ELECTRONICS, INC., please use a disclaimer such as: "The postings on this site are my own and don't necessarily represent CRESTRON ELECTRONICS, INC.'s positions, strategies, or opinions."

h. Accessing Social Media at Work

Your participation in any external social media site should take place on your personal time and is not part of your responsibilities for CRESTRON ELECTRONICS, INC. This policy is in addition to broader CRESTRON ELECTRONICS, INC. requirements regarding appropriate systems and technology use.

i. Legal and Media Inquiries

Blog postings and other social media discussion forums may generate inquiry about Crestron Electronics, Inc. news and information. If a member of the media or an independent blogger requests information about Crestron Electronics, Inc. press releases, marketing materials, or corporate strategy, please contact the [Department]. If an external blog, news site, or other online media outlet requests an interview with you, this invitation should be approached in the same way as a print/radio/TV media request, which is covered in [Policy].

j. Manager Requirements

Managers should ensure that any special instructions on social media are reasonable and explained clearly. Managers should bear in mind concerns about confidentiality, conflicts of interest, or commercial sensitivity. In some cases individuals may be dealing with matters that are so sensitive that rules may have to set on what they can and cannot talk about on their personal site.

6. Monitoring Social Media Content

The following section outlines CRESTRON ELECTRONICS, INC.'s approach to monitoring the content posted on our Crestron Electronics, Inc.- sponsored social media sites and mentions of CRESTRON ELECTRONICS, INC. on external social media sites.

a. External Social Media Use

We may request that you temporarily confine your Web site or blog commentary to topics unrelated to the Crestron Electronics, Inc. or in rare cases that you temporarily suspend your Web site or blog activity altogether if we believe this is necessary or advisable to ensure compliance with regulations or other laws.

b. Corporate-Sponsored Social Media Use

Remember that anything transmitted through the Crestron Electronics, Inc.'s electronic communication systems is subject to the [Policy] and as described in that policy, the Crestron Electronics, Inc. reserves the right to monitor the use of Crestron Electronics, Inc. computer equipment.

c. Refusing Comments on Crestron Electronics, Inc. Sites

If the content is positive or negative and in context to the conversation, then we approve the content, regardless of whether it's favorable or unfavorable to CRESTRON ELECTRONICS, INC. However, if the content is ugly, offensive, denigrating, and completely out of context, then we reject the content.

7. Discipline and Consequences of Non-Compliance

If you do not comply with this policy you may face disciplinary action under [Policy]. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with CRESTRON ELECTRONICS, INC. CRESTRON ELECTRONICS, INC. may recover from you any costs incurred as a result of a breach of this policy. If you break the law, you may also be personally liable.

a. Legal Consequences

Because you are legally responsible for your postings, you may be subject to liability if your posts are found to be defamatory, harassing, or in violation of any other applicable law. You may also be liable if you make postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third-parties.

All of the above mentioned postings are prohibited under this policy.

8. Tips on Good Social Media Use

Be Transparent: If you identify yourself as a CRESTRON ELECTRONICS, INC. employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues and customers. Just by identifying yourself as a CRESTRON ELECTRONICS, INC. employee, you are creating perceptions about your expertise, CRESTRON ELECTRONICS, INC., and your colleagues.

Be Judicious: Make sure your efforts to be transparent don't violate Crestron Electronics, Inc. policies for privacy, confidentiality, and legal guidelines. Avoid posting the kind of information and advice for which customers pay CRESTRON ELECTRONICS, INC.

Be Knowledgeable: Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible.

Be Conversational: Social media participation is about enjoying personal interaction, not delivering corporate communications. Talk to your readers like you would talk to real people. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response.

Be Responsible: You are speaking for yourself and are responsible for anything you post. If you make a mistake, admit it. Be upfront and be quick with your correction, just make sure it is clear that you have made a change.

Be Considerate: Respect yourself, CRESTRON ELECTRONICS, INC., other employees, and our partners and competitors. Avoid slurs, personal attacks or insults, obscenity, and topics that may be considered inflammatory, such as politics and religion. Show proper consideration for others' privacy and avoid picking fights. Once the words are out there, you can't really get them back.

Be Thoughtful: Social media posts can be taken out of context and misinterpreted. Use sound judgment and think about reactions to your post before you post. Remember that whatever you post may live for many years in the Web, even after you delete your copy of it. You also should know that it is possible for the comments you post to end up published in a more public forum, such as a newspaper or a courtroom.

Be Valuable: There are millions of words out there. The best way to get yours read is to write things that people will value. Don't post information about topics unless you are sure they will be of interest to readers.

Be Legal: Abide by all applicable laws, including copyright, data protection, libel, and slander. Don't create unnecessary liability for yourself or the Crestron Electronics, Inc. by engaging in illegal activity or potentially inappropriate behavior.

Be Safe: Criminals can search through social media sites and piece together job titles, phone numbers, and e-mail addresses to launch sophisticated phishing schemes. Be careful what you share and who you share it with. Set privacy and security controls whenever possible that you can determine who sees your personal information.

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