



Social Media Policy

Dated: February 6, 2020

Private and Confidential

Social Media Policy

Introduction

Social Media can be a rewarding way to share your life and opinions with family, friends, co-workers, clients and candidates around the world. The use of Social Media in connection with your work or career at Russell Reynolds Associates (“RRA” or the “Firm”), however, presents certain risks and carries with it certain responsibilities. The nature of the Internet is such that what you say online will be captured forever and can be transmitted endlessly without your consent or knowledge. You should know that any information that is shared online instantly becomes permanent and public, and you should take precautions when using Social Media to protect the Firm and yourself. To assist you in making responsible decisions about your use of Social Media, we have established these guidelines for appropriate use of Social Media in relation to your work at RRA.

This policy applies to all employees, personnel and contractors of RRA.

Guidelines

In the rapidly expanding world of electronic communication, Social Media can mean many things. Social Media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s blog, journal or diary, personal web site, social networking or affinity web site, or a chat room, whether or not associated or affiliated with RRA, as well as any other form of electronic communication. By way of example, Social Media includes, but is not limited to, social networking sites (Facebook, LinkedIn, Twitter), messaging services (What’s App, WeChat), discussion forums (Reddit, Quora, Digg), content creation networks (Pinterest, Flipboard), blogging and publishing networks (Wordpress, Tumblr, Medium) and media sharing sites (YouTube, Instagram, Snapchat).

The same principles and guidelines found in [RRA’s Harassment Free Workplace Policy](#), [Code of Conduct](#), and [Internet and Electronic Tools Acceptable Use Policy](#) (“RRA Policies”) apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees, or otherwise adversely affects clients or RRA’s legitimate business interests may result in disciplinary action, up to and including immediate termination of employment.

Know and Follow the Rules

Carefully read these guidelines and the other RRA Policies and ensure your Social Media activities are consistent with these policies. Inappropriate postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including immediate termination of employment. You are individually responsible for appropriate use of all resources assigned to you, including the computer, network resources, software and hardware.

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Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings may be searchable. Never post any information or rumors that you know to be false about RRA, fellow employees, clients, suppliers, people working on behalf of RRA, or competitors.

Post Only Appropriate and Respectful Content

- Maintain the confidentiality of RRA trade secrets and private or confidential information. Trade secrets may include information regarding the development of our services, systems, processes, research and know-how. Do not post internal reports, policies, procedures, client lists, candidate information or other internal business-related non-public communications or information.
- Respect data privacy laws. Do not post personal data of employees, candidates, client contacts, sources, referees, or vendors.
- Respect financial disclosure laws. It is illegal to communicate or give a “tip” on inside information to others so that they may buy or sell stocks or securities. Such illegal online conduct violates our insider trading policy in the Code of Conduct.
- Do not create a link from your blog, website or other social networking site to an RRA website without identifying yourself as an RRA employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for RRA. If RRA is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of RRA, fellow employees, clients, suppliers or people working on behalf of RRA. If you do publish a blog or post online related to the work you do or subjects associated with RRA, make it clear that you are not speaking on behalf of RRA. It is best to include a disclaimer such as: “The postings on this site are my own and do not necessarily reflect the views of Russell Reynolds Associates.”

Please note, you may not contribute content and/or engage in communications using Social Media on behalf of RRA or represent yourself as contributing or communicating on behalf of RRA, unless prior permission has been given by your Area/Country Manager and the Global Head of Marketing & Communications.

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Social Media at Work

Please limit your use of Social Media while on work time or on equipment we provide to the extent it is not work-related, as authorized by your Area/Country Manager and the RRA Marketing & Communications Department.

Do not use RRA email addresses to register on Social Media for personal use.

Acceptable RRA Profile Information on Social Networks

In your professional capacity, you may use social networking sites to make professional connections and keep track of contacts (e.g. LinkedIn). The following are basic guidelines for employee use of social media for work purposes to ensure we represent our professional capacity and the Firm appropriately on these sites.

Posting of appropriate content for work purposes: Make sure that content, including images, screen names and comments, is appropriate for viewing by clients, sources and candidates.

Since some social network sites can be used for both professional and personal networking, be sensitive to the overlap that these sites can have between your professional and personal contacts. Given this overlap please use good judgment when posting content for work purposes, including images, screen names and comments, as such content may be viewed by not only personal friends but potentially clients, sources and candidates.

Firm and title/role descriptions: For consistency and to protect the Firm's brand and reputation, make sure that you accurately represent the Firm, our service offerings, and your specific title/role. If you choose to describe RRA's business and its services, please use the following language and, if appropriate, direct users to the www.russellreynolds.com home page:

Russell Reynolds Associates is a global leadership advisory and search firm. Our 470+ consultants in 46 offices work with public, private and nonprofit organizations across all industries and regions. We help our clients build teams of transformational leaders who can meet today's challenges and anticipate the digital, economic and political trends that are reshaping the global business environment. From helping boards with their structure, culture and effectiveness to identifying, assessing and defining the best leadership for organizations, our teams bring their decades of expertise to help clients address their most complex leadership issues. We exist to improve the way the world is led.

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Knowledge Management, Researchers, and Consultants should use the following respective titles:

Knowledge Management & Researchers: **Executive Search and Assessment Professional**

Consultants: **Consultant**

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Use of client names: You may not solicit for or post “testimonials” or endorsements from clients, candidates or sources. You are prohibited from disclosing client names in this context. Further, our client agreements often stipulate that we may not use client names in any marketing-related material or context without written permission from the organization.

Retaliation Is Prohibited

RRA prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including immediate termination of employment.

For More Information

If you have questions or need further guidance, please contact your Regional Human Capital Director or a member of the Legal Department.