

NATIONAL TOOLING & MACHINING ASSOCIATION
SOCIAL MEDIA POLICY

PURPOSE:

The National Tooling & Machining Association (“NTMA”) understands that employees use websites such as Facebook, Twitter, YouTube, LinkedIn, Flickr, blogs and the like during their personal time. Whether or not you identify yourself as an NTMA employee, you may not utilize social media in any way which depicts the NTMA, its employees, its members, or its vendors falsely or in a way that will injure their reputations. Please use Social Media sites properly, with sound judgment, and common sense.

SCOPE: NTMA Staff, Independent Contractors & Volunteers

GENERAL CONSIDERATIONS:

The NTMA respects the right of employees to use social media and other sites for self-expression as long as they do not jeopardize or harm the reputation of the NTMA, its employees, its members, and/or its vendors, especially as it relates to proprietary NTMA business. Unless such access is a part of your job with the NTMA, these sites may be accessed only during non-working times. If NTMA property is used to access your personal social media websites there should be no expectation of privacy as NTMA reserves the right to monitor computers, telephones, etc. that are its property.

POLICY:

The NTMA encourages all employees to use Social Media appropriately and this policy should help you on that path.

We consider Social Media to be any tool or service that facilitates conversations over the internet. Social Media applies not only to traditional big names, such as Facebook & Twitter, but also applies to other platforms you may use that include user conversations, which you may not think of as Social Media. Platforms such as YouTube, LinkedIn, Flickr, blogs and wikis are all examples of Social Media.

The NTMA has five Social Media principles that you should know before engaging in any type of online conversation that might impact the NTMA, its employees, members, or vendors.

1. Protect Information

Social Media encourages you to share information and connect with people. When you use Social Media, you should try to build relationships, but you should also be aware that through your relationship with the NTMA, you have access to confidential information that should not be made public. So, you should not share our confidential company information or any of our employees’, vendors’ or members’ (all former, present & potential) personally identifiable information on Social Media. Protecting privacy is not only a requirement of our daily professional duties but a requirement of Social Media interaction as well. Please be aware that

many forms of Social Media cannot be completely removed, eliminated or deleted. So you need to be especially careful before you put anything on Social Media because if a mistake is made, it may not be able to be recalled.

2. Be Transparent

When on your personal Social Media accounts, please make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the views of the NTMA. If you maintain a personal website and/or blog, to help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – in a reasonably prominent place on your site:

“The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer.”

3. Follow the Law, Follow the Code of Conduct and Our Stated Values

Social Media lets you communicate very quickly and may have your message go viral in seconds. This makes it difficult to fix an inaccurate or inadvertent message once you have shared it. The best thing to do is double check all content before you share it, both for accuracy and to make sure it fits into the NTMA’s stated values and code of conduct, or any restrictions that may apply to your content based on local law and/or the platform you are using (such as terms of service for the site upon which you are sharing).

4. Be Responsible

Make sure you are engaging in Social Media conversations the right way. If you are not an authority on a subject, send someone to the expert rather than responding yourself. Do not speak on behalf of the NTMA if you are not giving an official NTMA response, and be sure your audience knows the difference. If you see something being shared related to the NTMA on a Social Media platform that is misleading and/or untrue, immediately inform your direct supervisor or some other appropriate contact. **Always remember that anything posted in social media can go viral, no matter what your privacy settings may be, so be sure you are only posting content you would feel comfortable showing up in your supervisor’s inbox, your coworker’s Twitter feed or the front page of a major news site.**

5. Be Nice, Have Fun and Connect

Social Media is a place to have conversations and build connections, whether you are doing it for the NTMA or for yourself. The connections you will make on Social Media will be much more rewarding if you remember to have conversations and further understanding rather than criticize and argue. Social Media is another tool you can use to build our brand, just be sure you do it the right way. Here are some recommendations to enable your Social Media interactions to be as productive and effective as possible.

- **Be Brief** – The more concise your comment, the more likely others will read it in its entirety.

- Add Value – When you participate in dialogue that affects the NTMA or its members, keep your comments focused on areas where you have insight or knowledge.
- Be Cautious Not To Offend, Incite or Ignore – Remember that the NTMA is a diverse association whose employees and members reflect a diverse set of customs, values and points of view.
- Be Accurate – Checks your facts. If you exaggerate or guess, you undermine your credibility.
- Use Citations – Provide original links to sources of material when appropriate.

ACCOUNT OWNERSHIP

If you participate in Social Media activities as part of your job at the NTMA, that account may be considered NTMA property. If that account is NTMA property, you do not get to take it with you if or when your employment ends — meaning you should not try to change the password or the account name or create a similar sounding account or claim any ownership of the contacts and connections you have gained through the account. This does not apply to personal accounts that you may access at work, but you are expressly advised that in order to prevent misuse, the NTMA reserves the right to monitor, intercept and review, without further notice, every employee's activities using NTMA IT resources and communications systems, including but not limited to social media postings and activities. You consent to such monitoring by your acknowledgment of this policy and your use of such resources and systems.

Please understand that it is your responsibility to understand and adhere to all of these principles. If you do not follow the principles laid out above when engaging in Social Media you could face serious consequences up to termination

If you have any questions about these guidelines or any Social Media matter that these guidelines do not address, please direct them to your supervisor.