

# **JTECH**<sup>®</sup> Social Media Guidelines & Policy

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## How Do I Participate in Social Media at JTECH?

While you're certainly not obligated to engage in social media for JTECH, we do love it when employees participate. Below are tips and guidelines for social media

### [Facebook](#)

- Leave a review of JTECH on our Facebook page
- Mention JTECH in your own Facebook feed with “@jtech”
- Leave comments on our JTECH page's posts
- Take a photo of a product or colleague at work? Tag @jtech in your photos

### [Twitter](#)

- Mention JTECH with **#jtechcom** when tweeting about something that relates to pagers, our company, etc.
- Write to us with @jtechcom

### [LinkedIn](#)

- Like our posts
- Share our posts

Have something you feel should be on our social media platforms? Email [marketing@jtech.com](mailto:marketing@jtech.com)

## Top 10 Guidelines For Social Media Participation at JTECH.

These guidelines apply to JTECH employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, Yelp, Wikipedia, MySpace or Facebook pages, or comment on online media stories — these guidelines are for you.

While all JTECH employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Be transparent and state that you work at JTECH. Your honesty will be noted in the Social Media environment. If you are writing about JTECH or a competitor, use your real name, identify that you work for JTECH, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. Never represent yourself or JTECH in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to JTECH. Make sure your efforts to be transparent don't violate JTECH's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at JTECH.
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the PR Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on JTECH.
7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Please never comment on anything related to legal matters, litigation, or any parties JTECH may be in litigation with.

9. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or JTECH's IP address. Refer all Social Media activity around crisis topics to PR and/or Legal Affairs Director.

10. Be smart about protecting yourself, your privacy, and JTECH's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory. NOTE: Mainstream media inquiries must be referred to the Director of Public Relations.