

These guidelines apply to the use of social media for both Dentsu Public Relations employees and external partners. Please read the guidelines carefully.

### **1. Social media usage**

Dentsu Public Relations employees are often in the position as communications professionals to consider new communication strategies for clients. It believes social media is a crucial tool to meet the communications needs of clients in reaching their stakeholders. The company therefore promotes the active use of this media among employees to deepen their knowledge and understanding of it. Please strictly adhere to the Dentsu Group Code of Conduct as a member of the corporate group that strives to further positive communication.

### **2. Do not disclose personal information or sensitive information from clients about operations. Also avoid disclosing anything detrimental to the company or clients.**

Dentsu Public Relations handles many projects that are not yet public and that will have a potential impact on society. It is also contractually bound to maintain the secrecy of its work with clients so employees must pay utmost attention to the way information is handled. This also applies to partner companies and individual contractors. Be discreet when using social media. Do not discuss any specific information about the nature of the client work and do not share any information that could be deemed detrimental to Dentsu Public Relations or its clients. Do not disclose any personal information detrimental to others.

### **3. Do not slander, insult or use language that is offensive. Use common sense when using social media.**

Social media is a good platform for active debate. Be factual and avoid unnecessary provocation. Remember common sense when criticism is hurled at you. Do not respond with an emotional outburst; rather, handle the situation logically in a way that does not slander or insult those around you. Do not spread falsehoods or impersonate others. Strive to be honest and positive in your comments. Be careful not to violate copyright law or use images without permission.

### **4. As a communications professional, always listen to others. For private social media use, be sure to clearly state that the opinion is yours, not the official company stance. When mentioning anything regarding Dentsu Public Relations, always state your name or announce that you represent the company.**

Dentsu Public Relations values the freedom of individual expression and asks that employees act as professionals, while pursuing more effective methods of communication. When using social media, take the opinions of others into consideration. Anything you write is your personal opinion. Be clear to state that

your opinions are not necessarily those of the company. When using social media to comment on Dentsu Group, be especially careful about the content of your post. State your name and announce that you represent the company.

**5. Think over what you have written before you press "send", "post" or "tweet." Also, not everything merits a response.**

Information put on the Internet is likely to be in the public domain forever. If you realize that what you wrote is incorrect or will likely to be interpreted incorrectly, revise it as soon as possible. When you revise a comment, be sure to explain that it was revised. Honesty and fairness are the ideals but social media is still not perfect. Sometimes the conversation becomes superficial and comments are misunderstood so it is important to step back and disengage.

\*These guidelines will be reviewed regularly to take changes in the work environment into account.