

## Star Buick GMC, Inc.:

### **SOCIAL MEDIA POLICY & PARTICIPATION GUIDELINES**

This document reflects the current guidelines as determined by Star Buick GMC, Inc. Management, Star Buick GMC, Inc. Marketing and Star Buick GMC, Inc. Legal in collaboration with employees. This document is subject to modifications and amendments from time to time as required.

The following guidelines describe acceptable private, individual participation in social media channels such as but not limited to Facebook, Twitter, LinkedIn, Buzz, My Space, personal blogs, forums, YouTube, Flickr etc. for Star Buick GMC, Inc. employees. If you want to establish any new social media channels or pages on behalf of Star Buick GMC, Inc. you need to get prior approval by contacting **KEITH MUIR** via email. (keithm@starcar.com)

These guidelines are intended to assist you in your use of social media tools as an individual. Please be aware that nothing in the use of these tools changes your responsibilities and obligations as an employee of Star Buick GMC, Inc.. Star Buick GMC, Inc. and its employees are required to act ethically, and it is every employee's obligation to review and understand our policies, as outlined in your employee handbook.

Social media channels such as blogging, video and photo sharing, forums, opinion markets and collaboration environments represent an opportunity to facilitate conversation, build our brand and relationships with our community. Star Buick GMC, Inc. provides these social media guidelines to help employees participate within social media channels safely, and with minimum liability.

These guidelines reflect the principles that Star Buick GMC, Inc. employees should follow when engaging in online communication. They are intended to provide you with an understanding of both the proper and improper uses of social media in an effort to make your conversations and interactions effective for work. At all times, Star Buick GMC, Inc. employees must **comply to all local, state and federal regulations**. Nevertheless, as online communication is global in nature, other laws and regulations may also be applicable to your communication. If you question the legality or have ethical concerns regarding your use of any form of social media and how it can impact Star Buick GMC, Inc, contact your direct supervisor or HR Representative.

Please note that any direct communication to analysts and/or members of the media must be conducted only through Star Buick GMC, Inc. by **KEITH MUIR**. General customer questions/posts (i.e. on our dealership's social media sites) not directed specifically to you will be handled by the designated Social Media Team.

The following set of guidelines only pertains to your personal statements in any online websites/media. Please be aware that, although Star Buick GMC, Inc., Inc. is providing you with these guidelines, the overall and final legal responsibility for any statement made by you will reside with you.

- 1. Social Media and Your Primary Role** – Active contribution to social media in its many forms can be time-consuming, so it is important that this does not interfere with your role at Star Buick GMC, Inc. and your use of time spent on social media sites for personal use during work hours is limited to breaks. In some occasions your manager may determine that they require some assistance managing our social media sites and if so they will determine how much time can be spent on social media during normal business hours.
- 2. Setting up personal spaces in social media channels** – You are free to set up any blog, space or other area within the given framework of the terms provided by the host of such spaces (e.g. Facebook, LinkedIn, Twitter, My Space, etc.). Please contact **KEITH MUIR** if you ever intend to mention our dealership online. Please do not use Star Buick GMC, Inc. as any part of the name or URL to avoid confusion with official Star Buick GMC communication, without prior approval by **KEITH MUIR**.
- 3. Write in the first person** – If you ever contribute commentary about Star Buick GMC, Inc. brand, models etc. or the automotive industry in general to any external audience, it is vital that you make it clear that you are speaking only for yourself (i.e. use the first-person such as "I believe..." and not "We at Star Buick GMC, Inc. believe...").
- 4. Media Inquiries** – Any online contributions to conversations around Star Buick GMC, Inc. products, solutions, and practices can help create awareness but they may also attract from the media. If a member of the media

contacts you, simply notify **KEITH MUIR** and he will handle the inquiry. Do not may any direct comments to the media about our dealership.

5. **Legal Considerations** –You must respect copyrights and other intellectual property, fair use and financial disclosure laws, red flag compliance and Star Buick GMC, Inc. deals in general. DO NOT talk about: perceived product defects or deficits; revenue projections; future product launch details; customer information, acquisition targets yet to be defined, or disclose corporate topics, our relationship to customers or partners or any other Star Buick GMC, Inc. internal information. Use your common sense, and when in doubt contact **KEITH MUIR**.
6. **Use of Images** - All employees', administrative and corporate communications policies apply to social media as with all other mediums. The policies include, but are not limited to, NOT using our logo, photos, name, customer photos etc. for your own personal use unless you have obtained specific written approval in advance from **KEITH MUIR** and our advertising agency has seen the pieces prior to use.
7. **Identify Yourself but Protect Your Privacy**– The value of social media is diminished when people hide behind a pseudonym or an anonymous post. Identify yourself to provide additional authenticity to any online contributions but never disclose personal information. If you are asked about contacting Star Buick GMC, Inc. refer them to our main website or one of our social media sites for information.
8. **Be Respectful** – Carry the professionalism norms and standards of any Star Buick GMC office onto the social media sites. Anything and everything you put online will stay online for potentially many people to see.
9. **Separate Opinions from Facts** – If you are making posts online, always seek to add value - be informative and interesting. Contribute your thoughts, experiences, observations, and opinions regarding issues you know and care about, but make sure to check your facts and figures.
10. **Links** – If you participate in online conversations and have your own social media pages, we encourage you to invite your friends/fans/followers to also become friends/fans/followers of our dealership social media sites. If you post opinions online and there is an opportunity to provide links to our website or our social media sites that is also encouraged as long as the content is positive and professional.
11. **Don't Pick Fights** – When you see misrepresentations or patently false statements about Star Buick GMC, Inc. by bloggers, the media, or anyone else, you may not address these misrepresentations. Notify **KEITH MUIR** and our Social Media Team will respond accordingly.
12. **Always Remember You Are A Star Buick GMC Employee** – never make false, misleading or detrimental statements about Star Buick GMC, Inc. or Star Buick GMC, Inc. services, either while you are with the dealership or if/when you are no longer employed by our dealership. Any online statements you make will be considered an indication of the internal proceedings in Star Buick GMC, Inc. and how we service our customers and this is proprietary information that is not for distribution. The use of our trademarked name is not allowed at any time unless you receive prior written approval from **KEITH MUIR**.

**I acknowledge that I have received this social media policy and agree to abide by it.**

Signed: \_\_\_\_\_

Print Employee Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date Received: \_\_\_\_\_