



SOCIAL MEDIA POLICY FOR RPG EMPLOYEES
EFFECTIVE 01 SEPT 2011

With the rise of new media and next generation communications tools, the way in which RPGians can communicate internally and externally continues to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities for the associates.

Objective:

This policy invites all the RPG employees to use the Social Media as a constructive tool for business or otherwise, while, at the same time, restricting them from inappropriate usage of this new and powerful internet communication medium.

Scope:

This Social Media Policy applies to all RPGians and interns globally, who may be using or planning to use any of the following for Personal or Business needs:

- Multimedia and social networking websites such as Facebook, Twitter, LinkedIn, Google Plus and YouTube etc.
- Blogs (Both external and in Group intranet sites)
- Wikis such as Wikipedia, Knoll and any other site where text can be posted
- Review and Question-Answer based portals like Glassdoor, Yahoo Answers etc.
- Forums like Google Groups, Yahoo Groups, etc.
- Image and Power point sharing websites
- Chat engines

The Policy Guidelines*:

While all RPGians are welcome to participate on the social web, we expect everyone who participates in an online commentary, to understand and to follow these simple but important guidelines. The goal here is simple: to participate in online activities in a respectful, relevant way that protects our business interests.

1. Don't leak out any RPG or Client Secrets :

NEVER to disclose non-public information of the company (including confidential information**). Any information about clients or customers including their logos, sensitive data, presentations, videos or any mention of privileged information should be completely and inexcusably avoided to be put up on Social Media.

2. Respect your audience, clients and your co-workers:

RPG Enterprises has a global presence whose associates and clients reflect a diverse set of customs, values and points of view. While using the social media space as an RPG employee, don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics, religion and work culture.

3. Maintain RPG's Legal obligations towards its clients:

Never use any of the client's or customer's name in any social media posting unless you have written permission to do so. Any sharing of clients' intellectual property and other assets including pictures, videos, PowerPoint slides etc. on social media is strictly prohibited.

4. Be conscious when mixing your business and personal lives:

Online, your personal and business personas are likely to intersect. RPG totally respects the free speech rights of all of its employees, but one must remember that customers, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online as it can be seen by more than just friends and family, and also know that information originally intended just for friends and family can be forwarded on.

5. Be yourself and own up to your comments:

Identify yourself on the web with your true name and, when relevant, role at RPG and the respective company, while you discuss any company related matter externally and write in the first person. You must also make it clear that you are speaking for yourself and not on behalf of your company. You can use a disclaimer such as: *the postings on this site are my own and don't necessarily represent RPG's/ Name of your Company's position, strategies or opinions.*

6. Speaking on Organization's behalf:

Only the authorized spokespeople have the authority to 'speak' on behalf of the Organization and all the other employees will need to get prior permission from the Corporate Brand Communications Team or any of the Management Board members in case they need to write anything on RPG/Group Company's behalf.

7. Negative Branding:

All employees are barred from writing defamatory comments about RPG, its clients/customers or their fellow employees. RPG also has the right to ask the employees to remove any of such posts that they may have published online intentionally or unintentionally where it is directly or indirectly being mentioned.

8. Be a 'Scout' for critical issues but do not return fire with fire:

Even if you are not an official spokesperson, you are one of the organization's most vital assets for monitoring the social media landscape. If a defamatory or a critical post or comment is encountered online about RPG, do not counter it with another post. The best way to deal with this is to report the matter to the Corporate Brand Communications team at rpgcommunications@rpg.in.

9. Remarks on Competition:

Always try and avoid publishing any remarks (positive or negative) on competitors online.

10. Respect the law and do not indulge in spreading rumors:

Always respect the copyright law and all the other internet laws as laid down by the Cyberlaws wing of your respective country. Apart from that, always double check on the data you are publishing to avoid spreading wrong information on the internet unknowingly.

11. Don't forget your day job:

With Social Media having a quality of being addictive, it should be always kept in mind, that your day job or regular work of the day – important assignments, projects , timely deliverables and meetings should NEVER be compromised due to your overuse or extra indulgence in social media.

****Confidential Information:** Important or valuable business information that is not available to the public. It includes trade secrets and other intellectual property that has been developed, licensed or acquired by RPG. It can also include information of customers, business partners or others that has been disclosed to RPG companies under obligations of confidentiality. Examples include unannounced Financial or HR information, strategic business plans, unannounced products or services and solutions offerings, planned or contemplated mergers or acquisitions, lawsuits and other legal proceedings, product design and technical knowledge, customer and team member personal information.

***With Social Media itself being an ever changing and evolving phenomenon, this policy is subject to iterations and changes as and when required.**

14-Sept-11