

TracSoft Social Media Policy

5/27/2010

TracSoft recognizes the importance of the Internet in shaping public thinking about TracSoft and our current and potential products, employees, partners, and customers. TracSoft also recognizes the importance of our employees joining in and helping shape industry conversation and direction through blogging and interaction in social media. So, TracSoft is committed to supporting your right to interact knowledgeably and socially in the blogosphere and on the Internet through blogging and interaction in social media.

Consequently, these guidelines in this blogging and social media policy will help you make appropriate decisions about your work-related blogging and the contents of your blogs, personal Web sites, postings on social media sites, wikis and other interactive sites, postings on video or picture sharing sites, or in the comments that you make online on blogs, elsewhere on the public Internet, and in responding to comments from posters either publicly or via email. Our internal Internet and Email Policy remains in effect in our workplace.

These guidelines will help you open up a respectful, knowledgeable interaction with people on the Internet. They also protect the privacy, confidentiality, and interests of TracSoft and our current and potential products, employees, partners, customers, and competitors.

Note that these policies and guidelines apply only to work-related sites and issues and are not meant to infringe upon your personal interaction or commentary online.

Guidelines for Interaction about TracSoft on the Internet

- If you are developing a Web site or writing a blog that will mention TracSoft and / or our current and potential products, employees, partners, customers, and competitors, identify that you are an employee of TracSoft and that the views expressed on the blog or Web site are yours alone and do not represent the views of the company.
- Unless given permission by your manager, you are not authorized to speak on behalf of the company, nor to represent that you do so.
- If you are developing a site or writing a blog that will mention our company and / or our current and potential products, employees, partners, customers, and competitors, as a courtesy to the company, please let your manager know that you are writing them. Your manager may choose to visit from time to time to understand your point of view.

Confidential Information

- You may not share information that is confidential and proprietary about the company. This includes information about trademarks, upcoming product releases, sales, finances, number of products sold, number of employees, company strategy, and any other information that has not been publicly released by the company.

These are given as examples only and do not cover the range of what the company

considers confidential and proprietary. If you have any question about whether information has been released publicly or doubts of any kind, speak with your manager and the Public Relations department before releasing information that could potentially harm our company, or our current and potential products, employees, partners, and customers. You may also want to be aware of the points made in the non-disclosure agreement you signed when you joined our company.

- TracSoft's logo and trademarks may not be used without explicit permission in writing from the company. This is to prevent the appearance that you speak for or represent the company officially.

Respect and Privacy Rights

- Speak respectfully about the company and our current and potential employees, customers, partners, and competitors. Do not engage in name calling or behavior that will reflect negatively on TracSoft's reputation. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by TracSoft and can result in disciplinary action up to and including employment termination.
- TracSoft encourages you to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about TracSoft and its employees, partners, and products.
- Honor the privacy rights of our current employees by seeking their permission before writing about or displaying internal company happenings that might be considered to be a breach of their privacy and confidentiality.

Competition

- You may not sell any product or service that would compete with any of TracSoft's products or services without permission in writing from the president. This includes, but is not limited to training, books, products, and freelance writing. If in doubt, talk with your manager and the president.

Your Legal Liability

- Recognize that you are legally liable for anything you write or present online. Employees can be disciplined by the company for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. You can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

Media Contact

- Media contacts about our company and our current and potential products, employees, partners, customers, and competitors should be referred for coordination and guidance to the Public Relations or Human Resources department. This does not specifically include

your opinions, writing, and interviews on topics aside from our company and our current and potential products, employees, partners, customers, and competitors.