

# Apivio<sup>1</sup> Social Media Guidelines

Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the world at large. We believe this kind of interaction can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Apivio and the things we care about.

These are the official guidelines for participating in social media for Apivio. If you're an Apivio employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media, these guidelines are for you.

Participation in social computing on behalf of Apivio is not a right but an opportunity, so please treat it seriously and with respect. Know and follow the Apivio Code of Conduct. Failure to abide by these guidelines and the Apivio Code of Conduct could put your participation at risk. Contact your supervisor, the in-country CFO (e.g. in Korea) or the CEO or CFO of Apivio Systems Inc. if you need more information. Please also follow the terms and conditions for any third-party sites.

## 1. Disclose

Your honesty—or dishonesty—will be quickly noticed in the social media environment. Please represent Apivio ethically and with integrity.

- **Be transparent:** Use your real name, identify that you work for Apivio, and be clear about your role.
- **Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
- **Be yourself:** Stick to your area of expertise; write what you know. If you publish to a website outside Apivio, please use a disclaimer—something like this: "The postings on this site are my own and don't necessarily represent Apivio's positions, strategies, or opinions."

## 2. Protect

Make sure all that transparency doesn't violate Apivio's confidentiality or legal guidelines for commercial speech—or your own privacy. Remember, if you're online, you're on the record—everything on the Internet is public and searchable. And what you write is ultimately your responsibility.

- **Don't tell secrets:** Never reveal Apivio confidential information. If you're unsure, check with the in-country CFO (e.g. in Korea) or the CFO of Apivio. Off-limit topics include: litigation, non-published financial information, and unreleased product info. Also, please respect brand, trademark, copyright, fair use, and trade secrets. If it gives you pause...pause rather than publish.
- **Don't slam the competition (or Apivio):** Play nice. Anything you publish must be true and not misleading, and all claims must be substantiated and approved. Product benchmarks must be approved for external posting by the Vice President of R&D.
- **Don't overshare:** Be careful out there—once you hit "share," you usually can't get it back. Plus being judicious will help make your content more crisp and audience-relevant.

## 3. Use Common Sense

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an Apivio employee, you are creating perceptions about your expertise and about Apivio. Do us all proud.

- **Add value:** There are millions of words out there—make yours helpful and thought-provoking. Remember, it's a conversation, so keep it real. Build community by posting content that invites responses—then stay engaged. You can also broaden the dialogue by citing others who are writing about the same topic and allowing your content to be shared.
- **Keep it cool:** There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. And you don't need to respond to every criticism or barb. Be careful and considerate.
- **Did you screw up?** If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

## Contractors and Endorsements

As the Apivio Social Media Guidelines describe, we support transparency and are committed to clear disclosure of relationships and endorsements. If you are contracted, seeded, or in any way compensated by Apivio to create social media, please be sure to disclose that you have been seeded or otherwise compensated by Apivio. Your blog will be monitored for compliance with our guidelines and accurate descriptions of products and claims.

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<sup>1</sup> This Policy applies to Apivio Systems Inc. and all of its subsidiaries. Accordingly this Policy will refer to Apivio and all its subsidiaries as "Apivio".