

The following document highlights the approach to the use of social media by RLI staff, players, members and volunteers. This is a guideline for reference and does not attempt to change your rights or the local laws and regulations. This is to be used for reference and suggestion.

## **Overview**

Social media is the use of web- based and mobile technologies to turn one-way communication into interactive dialogue. Examples of some of the most commonly used Social Media include:

- Facebook
- LinkedIn
- Twitter
- Blogs
- Flickr
- YouTube

RLI are using social media to market ourselves for a variety of reasons including:

- To provide our current & potential members, supporters, sponsors and the media with alternative channels to interact and engage with RLI
- People also are able to get their questions answered and provide us with valuable feedback

## **Guidelines to using social media**

When engaging in personal and RLI use of social media sites, RLI expects you to:

- Comply with all applicable laws and regulations
- Comply with RLI's policies, practices and guidelines, including those regarding safeguarding of Confidential Information
- Always act responsibly and with integrity

*While RLI's Social Media policy sets expectations, it is not intended to interfere with any rights under applicable law.*

## **General Guidelines**

- Compliance with RLI's Policies, Procedures & Guidelines
- Regulatory Compliance
- Protect Confidential Information
- Respect third party's Confidential Information
- Response to media inquiries
- Use your best judgment

**RLI expects that any club social media site is member only and private and that admins monitor content**

### **Business use of Social Media**

- Authorized Use Only
- Retention & Supervision of Content
- Identify Yourself
- Business-Appropriate Content
- Be Accurate
- Compliance with Site Guidelines & Applicable Law
- Copyrighted Material
- Ownership of Content
- Site monitoring

### **Personal use of Social Media**

- Restrictions on certain RLI-Related Content
- Do not act as a spokesperson for RLI
- Do not engage in regulated activities
- Protect your reputation and RLI's business interest
- Respect Co-Workers' privacy
- Protect against identity theft or fraud
- References
- Anonymous postings

You must:

- Always comply with RLI's Policies, procedures and guidelines.
- It's critical that you protect Confidential Information by safeguarding personal, Proprietary and/or Confidential Information
- It's important to protect personal information about RLI's Workers, Clients, Business Partners and Vendors
- Always respect third party's Confidential Information and do not publish or solicit our competitor's proprietary or Confidential Information
- Remember to always refer media inquiries to RLI's Media and Marketing panel head
- And most of all, use your best judgment by always acting responsibly and professionally.

### **Access to a RLI Authorized Site is provided to authorized users and for approved business purposes only.**

- **Retention and Supervision of Content**
  - Content relating to RLI's business that is posted to a RLI Hosted or RLI Authorized Site is a form of business communication and may be subject to supervision, record keeping, pre-approval requirements and monitoring.
- **Identify yourself**
  - When you post content to a RLI Hosted or RLI Authorized Site as part of your job, or are otherwise approved to use social media to conduct RLI business, you must identify yourself and your affiliation with RLI; anonymous posts and use of pseudonyms are not permitted.
- **Business-appropriate content**
  - When you post to a RLI Hosted or RLI Authorized Site as part of your job, you are acting as a representative of RLI and need to conduct yourself accordingly.
- **Be Accurate**

- Ensure information you post to a RLI Hosted or RLI Authorized Site is truthful, accurate and not misleading.
- **Compliance with site guidelines**
  - You are expected to comply with any guidelines published by the site owner, as well as user guidelines and other documentation RLI may publish to assist you when you use or post content to a RLI Hosted or RLI Authorized Site.
- **Compliance with Applicable Law**
  - RLI is a registered company, and its businesses are regulated under Irish law and the local laws where RLI conducts business. Therefore, you must ensure that all content you post does not violate any applicable laws or regulations.
- **Copyrighted material**
  - We must comply with the laws governing trademarks, copyrights and fair use of copyrighted material, therefore we must take care when posting third party content, as it may be subject to trademark or copyright protection and may require prior permission.
- **Ownership of content**
  - All postings & submissions on a RLI Hosted or Authorized Site shall be considered the sole property of RLI, which shall exclusively hold the copyrights & all other legal interests in those materials.
- **Site Monitoring**
  - As with any other RLI System use, RLI may monitor and record access to and use of a RLI Hosted Site and/or a RLI Authorized Site in accordance with and to the extent permitted by applicable law and RLI policy.

#### **RLI's guidelines for personal use of social media .**

- **RLI recognizes that you may engage in personal postings and/or personal use of social media sites, and expects you to act responsibly.**
  - Your personal social networking activities should never interfere with your job and, therefore, should be conducted outside of your work hours and on your personal devices
- **RLI related content**
  - RLI's Confidential Information may never be posted to a social media site. You may not blog about RLI's operations, clients, sponsors, products or services, or post any content that purports to represent RLI's interests in any way.
- **Do not act as a spokesperson for RLI**
  - You should be clear in your personal blog postings that you are expressing your own views, not those of RLI.
- **Protect your reputation and RLI's business interests**
  - Do not disparage RLI's clients, vendors or business partners, its or their products or services, or RLI's competitors, in any personal blog posting or website.
- **Respect co-workers' or members privacy**
  - Be respectful of your co-workers or other RLI members and how they may be impacted by your posts. Don't post private or personally identifiable information (including home addresses or phone numbers, or personal e-mail addresses) about your co-workers without their prior permission.
  - Prior to sending or accepting "friends" or similar requests from a colleague or anyone who reports to you, you should consider whether there is an actual or perceived conflict of interest, or if your engagement in social media activities with

co-workers will interfere with your job performance, undermine the work environment or your working relationships within RLI.

- **Protect against identity theft or fraud**
  - You should refrain from sharing sensitive or personal information that could be used for identity theft, fraud or other illegal activity and
  - Ensure information you provide may not be used to gain unauthorized access to RLI, RLI Systems, or to RLI's Confidential Information.
- **References**
  - RLI has specific policies and procedures regarding references and employment verification. You should not provide references or other job or performance-related information regarding a current or former RLI colleague through any online external source such as LinkedIn
- **Anonymous postings**
  - These guidelines, and all other applicable policies, standards and guidelines, apply to you and your personal postings regardless of how and whether you chose to identify yourself.

Ensure you do not use social media in a way that could:

- Adversely affect your or your co-worker's job performance, or the work environment
- Damage RLI's business interests
- Compromise client information

Protect RLI's Confidential Information

Refrain from blogging about RLI's operations, clients or products or services except as authorized per the exception approval process as described in the Guidelines

Do not post content on your personal sites that purports to represent RLI's interest in anyway

Do not engage in regulated activities on your personal sites

RLI Managers have a responsibility to educate their staff about RLI's social media policy & guidelines as well as monitor and ensure compliance of the policy. Clubs have a responsibility for their members who are not employees of RLI but are involved in any role within the club. Examples of these responsibilities include:

- Promptly addressing inappropriate use of social media by your staff
- Promptly reporting inappropriate use of Social Media, as required
- Actively supporting RLI's internal investigation process of all allegations
- Modeling the responsible and positive use of social media and
- Clearly, consistently, and regularly communicating expectations around the use of RLI's Social Media

Managers must be attentive and responsive to reports of improper social media use, and should report any concerns. It's critical that concerns regarding violations of RLI's Social Media Policy and Guidelines are reported promptly. Managers have a responsibility to report concerns to a board member

**It's everyone's responsibility to ensure compliance with RLI's Social Media Policy and Guidelines.**