

Social Media Policy: Disclosure and Ethics CRE Finance Council's Women's Network

Social media and social marketing are necessary tools that play an integral role in fashioning relationships with thought leaders, prospects and members. To maintain and build momentum in the industry, CREFC encourages all employees, interns and contractors to engage in professionally-oriented social media and online communities. Seeking to create the right content and conversations, CREFC's guidelines for social media and ethics, which are outlined below, should be understood and followed.

The key online platforms covered in this policy include, but are not limited to, blogs, micro blogs (e.g., Twitter), online comments, social networks, video sharing websites, photo sharing websites, and podcasts.

Below are CREFC's social media "Dos and Don'ts". We kindly ask that all employees, interns, contractors, volunteers, members and related affiliates participate in social media in the following ways:

Don'ts

- 🚫 Do NOT release confidential or proprietary information.** Such information includes trademarks, sales, finances, employee information, company strategy, and any other information that has not yet been publicly released.
- 🚫 Do NOT create misrepresentations of yourself or the organization.** Be sure that the content you create leaves an impression that reflects honest and true information about the organization and our relationship with others. It is required to include relevant information regarding your identity and to refrain from asking members or partners to misrepresent themselves or their relationship with CREFC or the CREFC Women's Network.

✚ Do NOT engage in inappropriate behavior through social media platforms.

Personal attacks and negative conversations about CREFC employees, interns, contractors, potential members, or competitors are prohibited. We expect all participants to write knowledgeably, accurately, and professionally on all social media platforms. CREFC and the CFREC Women's Network does not tolerate any incomplete, inaccurate, threatening, harassing or poorly worded postings that may harm employees, members, partners or other members of the online community.

✚ Do NOT speak as an official organization representative or include the company name in a social media identity (e.g. username or "handle").

CREFC's Women's network official social media accounts are managed by CREFC, the Social Media Team, or agents approved by CREFC. If you have information you'd like to share through the official accounts, please contact the Social Media team.

Dos

✚ DO disclose your affiliation with CREFC Women's Network when commenting

on social media forums. As an organization that values honesty and accuracy, we expect all employees, partners, members and other social media participants to clearly disclose their relationship with the organization when commenting on social media about organizational matters.

✚ DO disclose whether you are acting as an organizational representative.

When posting about CREFC Women's Network, be sure to state that your opinions do not necessarily reflect those of the organization.

- ✚ **DO honor the privacy of members.** Be sure to seek the permission of employees before writing about or displaying internal organizational happenings.

- ✚ **DO take a minute to think before posting any content through social media.** Despite the seemingly casual atmosphere of social media, it is important to consider the implications of every comment. Be sure that your messages are thought-provoking statements that add meaning, character, and value to the CREFC Women's Network.

- ✚ **Do inform the Social Media Team and CREFC Women's Network Leadership of any problems, issues, or negative information that may arise.** If any alarming comments arise, the Social Media Team will be sure to react appropriately in the best possible manner.

- ✚ **Do keep an eye out for accolades about the organization and be sure to direct any media inquiries to the Social Media Team and CREFC.**

- ✚ **Do ask questions.** If you are not certain whether a comment is appropriate, contact the Social Media Team and the CREFC Women's Network leadership with any inquiries you may have.

- ✚ **DO participate in social media!** With active participation, social media can be incredibly effective in establishing valuable relationships with prospects, members, and industry experts.