



Wolters Kluwer Social Media Guidelines / Global Standards

## Introduction

These social media guidelines/global standards are intended to serve as a foundation for divisional, business unit, and local policies. It is the responsibility of each division or business unit to establish their own policy based on these guidelines, modified to be in compliance with local laws. In the event that a division or business unit does not yet have a policy, these guidelines will apply to employees within those groups.

These guidelines/standards assist our employees in using Social Media more effectively. It covers what is recommended, expected, and required when employees and individuals who work for the Company discuss Company-related topics, whether at work or on their own time, in a public forum.

## Purpose of these guidelines and social media policies

The purpose of these guidelines and local policies that will be based hereon, is to protect and promote the Company's interest, and prevent exposure to unnecessary liabilities in connection with the use of Social Media. Social Media tools include, but are not limited to, social-networking sites (Facebook, LinkedIn, and Yammer), social sharing sites (YouTube and Flickr), social bookmarking (Pinterest, Digg, and Delicious), micro-blogging tools (Twitter), wikis, personal websites or webpages, community forums, virtual worlds, and blogs, among other tools.

The Company provides individuals who perform work for the Company with access to the Internet. The Internet and Social Media represent useful tools for the Company in conducting its business, but like any tools, individuals must use them properly and in accordance with the Acceptable Use Policy applicable to them.

The Company also recognizes that participating in Social Media may be a personal activity, but seeks to offer guidance for such activity when it impacts the Company, Company employees, individuals who work for the Company, or third parties who deal with the Company.

Social Media technologies enable individuals to share insights, express opinions and share information within the context of a globally distributed conversation. It is changing the way companies go to market, offering new ways to engage customers and colleagues. The prevalence of Social Media has also blurred the lines between professional life and personal life.

***As Wolters Kluwer employees, we must constantly remind ourselves that this is an interconnected world and we are a representational image of the Company.***

These guidelines provide individuals who work for the Company with the necessary guidelines to enable them to share their knowledge and expertise on Social Media platforms in a way that benefits both the individual as well as the Company. The Company understands that individuals who work for the Company have a wealth of knowledge that can be shared. When using Social Media on behalf of the Company:

- Position Wolters Kluwer as the expert;
- Engage in conversations;
- Promote news / updates about our products on platforms appointed for it;
- Assist potential and existing customers with keeping Wolters Kluwer top of mind for when a purchase is considered;
- Do no harm.

## It is the Policy of Wolters Kluwer that:

### 1. Employees Are Personally Responsible for Content They Publish Online

Company employees and individuals who work for the Company are personally responsible for the content they publish online in a personal capacity that includes, but is not limited to the following: blogs, wikis, news sites or any other form of user-generated media.

While, in general, what an individual does outside of work is his or her personal affair, activities in or outside of work that affect job performance, the performance of others, or the Company's business interests, do fall within the focus of these guidelines.

The Company trusts that you will:

- Act responsibly;
- Exercise good judgment;
- Maintain the highest degree of professionalism;
- Respect confidentiality when communicating any information that concerns or identifies the Company, its customers, or any individuals who perform work for Wolters Kluwer.

### 2. Social Networks and Company Affiliation

Be aware of your association with Wolters Kluwer while online. If you identify yourself as a Wolters Kluwer employee (or individual who works for the Company), ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.

Be mindful of the forum/venue you participate in as well; be sure it is consistent with the values and business conduct guidelines of Wolters Kluwer.

When you are engaged in personal Social Media activity that is not related to your work for the Company, you should do so using a personal e-mail account (Company-provided e-mail accounts or e-mail accounts that identify you as a Company employee should not be used to access or identify yourself on personal social network accounts).

### 3. Only Authorized Spokespersons Can Speak on Behalf of Wolters Kluwer

An individual must be approved by Divisional, Business Unit, or Corporate Communications and have completed media training to speak on behalf of Wolters Kluwer. Only approved spokespersons may comment on subjects related to the Company's business or operations (i.e. topics related to strategy, product development, mergers & acquisitions, corporate matters, etc.). If you are not an authorized spokesperson, and you are asked to provide information about the company while you are participating in electronic discussions, you should direct such inquiries to your Divisional or Business Unit Communications department.

### 4. Add Value to Conversations

Although you can't speak on behalf of the Company if you're not an authorized spokesperson, Wolters Kluwer does encourage you to act as a thought leader in your professional field by participating in blogs, discussion forums, and other online social media platforms. When doing so, bring value when commenting. Stick to your area of expertise and provide unique, individual perspectives. Be informative and interesting; check facts and figures. If you see something interesting, valuable, or relevant, share it but never claim nor imply that you're speaking on the company's behalf or sharing the company's point of view.

### 5. Do Not Share Proprietary or Confidential Information

If you publish content related to work or subjects associated with the Company online, you need to ensure that the content is not proprietary, confidential or intellectual property of the Company. Make sure you comply with the [Global IT Security Policy](#)'s Asset & Data classification section.

Don't provide the Company's or another's confidential or otherwise proprietary information. Ask permission from Divisional or Business Unit Communications to publish or report on conversations that are meant to be private or internal to the Company. Know and follow Wolters Kluwer's company values, [business principles](#), and [relevant policies](#) that address confidentiality, and communications.

Remember that your communications may be public and accessible to third parties, including the Company's competitors, vendors and customers. It is critical that you maintain the confidentiality of non-public Company information and abide by the relevant policies of the Company and Wolters Kluwer.

### Speaking "On Behalf of the Company" versus Speaking "About the Company"

With the rise of Social Media use, individuals can share their opinions and engage in conversations about Wolters Kluwer within their own networks. At Wolters Kluwer, we don't want to limit this participation. We want to empower our employees to participate in this new frontier and encourage dialogue related to our products and services and the value our brand brings.

An authorized spokesperson is a person who has undergone special training and is officially allowed to speak on behalf of the company. A social media user is an employee who participates on social media platforms and may or may not share information about the company. While only an authorized spokesperson can speak 'On Behalf of the Company,' any employee who is a social media user can speak 'About the Company.'

Wolters Kluwer encourages employees to engage in conversations About the Company, its products, and services. When engaging in conversations 'About the Company,' please remember to add value to the conversation, use a disclaimer, and when in doubt, seek advice with your Divisional or BU Communications department or don't post.

#### 6. Using the Logo & Company Name

You may not use the Company's logo, graphics, trademarks, trade names, or corporate slogans without approval from Divisional or Business Unit Communications. Specific information on [branding guidelines](#) and proper use can be found in the [Branding Center](#) on Connect.

#### 7. Starting a Wolters Kluwer Social Media Presence

If you would like to start a social media presence using the Company's name, logo, or its products' names you must first request approval from Divisional, Business Unit, or Corporate Communications. This applies, but is not limited to, Facebook pages or groups, Twitter handles, LinkedIn pages or groups, Google + pages, YouTube, Pinterest, etc. Please fill out the Wolters Kluwer Social Media Presence Request form and submit it to your Business Unit or Divisional Communications team.

#### 8. Use a Disclaimer

If you publish to a blog or some other form of Social Media about Wolters Kluwer in a non-work capacity, make it clear that what you say there is representative of your personal views and opinions, and not necessarily the views and opinions of Wolters Kluwer. If you are discussing the Company's products or services online, you should disclose your affiliation with the Company, but should still include a disclaimer communicating that you are speaking only for yourself, and not for the Company. At a minimum, in your own blog, you should include the following standard disclaimer:

*"The postings on this site are my own and don't necessarily represent Wolters Kluwer positions, strategies, or opinions."*

## **9. Think Before You Post**

The internet is not anonymous and does not forget. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed. Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous.

## **10. Let the Subject Matter Experts Respond to Negative Posts**

You may come across negative or disparaging posts about the Company or its brands, or see third parties trying to spark negative conversations. Unless you are an authorized spokesperson, avoid the temptation to react yourself. Pass the post along to your Business Unit or Divisional Communications team, who is trained to address such comments.

## **11. References to Customers, Partners, or Suppliers**

Don't cite or reference customers, partners, or suppliers without their approval. Link back to the source, when possible, if you do make a reference.

## **12. Report Inaccurate Information and Correct Your Own Mistakes**

Be an ambassador. If you see misrepresentations made about Wolters Kluwer online, contact Divisional or Business Unit Communications. They will work to get inaccurate content about the Company corrected. Be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so. In the event you see information regarding an employment or work-related matter, contact your local HR department.

## **13. Respect Copyright**

Respect copyright, fair use, and financial disclosure laws.

## **14. Acceptable Conduct**

Respect your audience. Don't engage in any conduct that would not be acceptable in the Company's workplace and/or that would be in violation of Company or Wolters Kluwer's policies (including, but not limited to policies that address confidentiality, harassment, discrimination, violence, retaliation, conduct, and responsibilities).

You should also show proper consideration for others' privacy and for topics that may be considered sensitive (e.g. sex, politics, and religion). Consider the audience. It can include current or potential customers, and current/past/future employees. Use privacy settings to restrict personal information on otherwise public sites.

## **15. Be a "Scout" for Compliments and Criticism**

Even if you are not an official spokesperson for the Company, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Company or its brands online, that you believe are important, or if you come across violations of the Company's intellectual property rights online (including abuse of our logo or name), consider sharing them by forwarding them to your local Communications department.

## **16. Professional Commitments**

Ensure that your online activities do not interfere with your job or commitments to customers.

## **17. Support the Wolters Kluwer Brand**

Be aware that what you publish may reflect on Wolters Kluwer's brand. If you feel proud of a recent success or award, you are encouraged to share that news in your social network. Posting

negative comments could reflect poorly on the Wolters Kluwer brand, so please think before you post.

## 18. Video, Photographs, and Graphics

Company employees (or those who work for the Company) publishing video, photographs, or graphics that refer to Wolters Kluwer or its employees, or for the purposes of product demonstrations, must ensure that the content and quality of the video, photographs, or graphics appropriately reflects the Company's brand for high-quality, timely and professional solutions.

Be mindful of local privacy legislation before publishing a video online. Contact your Divisional or Business Unit Communications team if you have questions or concerns.

## 19. Professional References

Managers should refer to general management policies on providing references to employees. For any additional information please contact your local Human Resources team.

## Violation of these Guidelines/Global Standards or local policies

Please remember that we are monitoring the Internet, social media, blogs, social networking sites, and/or other electronic media. If an individual who works for Wolters Kluwer fails to abide by these guidelines or the local Social Media Policy that applies to the employee, such violation may result in disciplinary action, up to and including termination of employment. Wolters Kluwer reserves the right to remove content from an employee's post made while representing the Company if the post is in violation of these guidelines or the local Social Media Policy. If you have questions and/or concerns about any aspect of these guidelines or your local Social Media Policy, please contact the relevant department, including Corporate Communications or Human Resources.

## Section 7 Rights (for U.S. Employees)

Nothing in this policy is intended to interfere with or violate employees' Section 7 rights under the U.S. National Labor Relations Act, including but not limited to the right to engage in protected concerted activity such as communications involving your terms and conditions of employment (e.g., wages, hours and working conditions).

## Updates to the Guidelines / Global Standards

These guidelines/global standards will be reevaluated periodically. Updated versions will be posted on Connect and made available through local Intranets. As with all policies and procedures, the Company reserves the right to modify, revise, discontinue or terminate this policy at any time without prior notice.

## Other Company Policies

Please see related policies for more information:

- ◆ [Company Values and Business Principles](#)
- ◆ [Code of Conduct Insider Trading](#)
- ◆ [Acceptable Use Policy](#)
- ◆ [Corporate Communications Policy](#)
- ◆ [Global IT Security Policy](#)
- ◆ [Mobile Devices and iPad Policy](#)

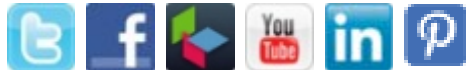
## Available Courses

Your Business Unit or Division may offer Social Media courses for:

- Beginners
- Advanced users
- Certified online spokespersons
- Salespeople
- Subject-matter experts

Please contact your Divisional or BU Communications department for more information about one of these courses.

## Connect with Wolters Kluwer, and Join the Conversation



Twitter: [http://twitter.com/Wolters\\_Kluwer](http://twitter.com/Wolters_Kluwer)

Facebook: [www.facebook.com/wolterskluwer](http://www.facebook.com/wolterskluwer)

Intelligent Solutions blog: <http://solutions.wolterskluwer.com/blog/>

YouTube: [www.youtube.com/user/WoltersKluwerComms](http://www.youtube.com/user/WoltersKluwerComms)

LinkedIn: [www.linkedin.com/company/wolters-kluwer](http://www.linkedin.com/company/wolters-kluwer)

Slideshare: [www.slideshare.net/WoltersKluwer](http://www.slideshare.net/WoltersKluwer)

Pinterest: <http://pinterest.com/wolterskluwer/>