

## **General Motors Social Media Policy**

### **A. Introduction**

Few industries generate as much passion – or attention – as the automotive industry. Online communities built around emerging media like blogs, wikis, podcasts, user-generated video, and other technologies collectively known as social media, “new media,” or Web 2.0 provide dynamic new communications outlets for the automotive industry. GM recognizes the potential communication synergies they represent, and the concurrent benefit of constructively engaging with these audiences across the world.

Like many companies, GM formally participates in social media communities through authorized corporate channels. Only employees designated by GM have the authority to speak on behalf of the company in these media.

It is also recognized that some GM employees may wish to participate in various forms of social media on an individual basis and communicate their personal opinions and viewpoints concerning GM and/or GM products. Doing so is a personal decision for each employee to make. If you decide to engage in social media communities or begin your own, be sure to adhere to this policy.

### **B. Guidelines**

#### **1. Follow GM’s established business conduct policies as outlined in *Winning with Integrity*,**

**([http://www.gm.com/corporate/responsibility/reports/06/300\\_company/2\\_twenty/320.html](http://www.gm.com/corporate/responsibility/reports/06/300_company/2_twenty/320.html)) and the Corporate Policy Manual.** The established business conduct as outlined in these documents, and GM’s ILM Policies, provide the foundation for GM’s policy on social media. The same principles and rules that apply to GM employees’ activities in general also apply to online communication. Before participating in social media, you should re-familiarize yourself with these principles and rules as well as the penalties for violation of these policies.

**2. Identify yourself. Be transparent.** If you’re engaging in conversation about GM – on a blog, through a podcast or video, via a wiki, or any other online communication – you must **always** identify yourself, by name and role within GM. It is never, **at any time**, acceptable to “cloak” your identity or to try and “plant” statements that appear to be from an objective outsider when they are really made by GM employees. Not only is this a violation of social media etiquette, but it is a violation of the integrity that we expect GM employees to exhibit at all times.

**3. Make it clear that you’re **speaking for yourself** and do not officially represent GM.** Use a disclaimer like this one to make this clear: “The postings/recordings on this site are my own, and don’t necessarily represent the positions, strategies or opinions of GM.” “Social media” and online communication are individual interactions, not corporate communications. GM employees participating in these forums do not speak for GM; if you choose to go public with your opinions or beliefs, you are personally responsible for what you say or write. Use of the GM logo is expressly off-limits for use by any party participating in social media except for those specific efforts formally sanctioned by GM. Employees participating in these media should be aware of the fact that what you write or post online will be public for a long, long time – so be mindful of your privacy before you post anything.

**4. Be aware of the legal liabilities involved.** Some courts have ruled that outside parties can pursue legal action against individual bloggers for postings deemed defamatory, obscene, proprietary or libelous. You should exercise caution, judgment and integrity with regard to exaggeration, colorful language, use of copyrighted materials, unsupported assertions, and derogatory remarks or characterizations. If you are unsure about whether a posting may carry risks of personal legal liability for yourself, you may want to consult with your own legal advisor.

**5. Don't discuss GM Information that is not already publicly disclosed, and don't discuss GM's financial performance, competitors or GM Dealers. Keep all GM Information confidential.** Even when engaged in social media, all GM employees remain responsible for safeguarding GM Information unless it has been previously publicly disclosed in an authorized manner. As such, disclosure of such information is prohibited. If you have any doubt or question as to whether the information has been publicly disclosed, ask your manager or contact the Director of Global Communications and Technology. Also, GM's policy is not to comment on speculation or rumors, so don't affirm or deny them.

**6. Do not comment about GM financial performance -- ever.** You may only comment about information that has already been publicly disclosed. You must never comment on any confidential GM information. That includes confidential financial information – future business performance, business plans, or prospects anywhere in the world. Don't make statements about upcoming quarters, future periods, or alliances. Doing so can cause both you and GM potential legal issues with various government and/or regulatory bodies around the world.

**7. Respect and protect GM customers, employees, business partners and suppliers.** Whether in your own efforts or while participating in a discussion in another online community, never discuss or identify a customer, employee, partner or supplier by name without specific permission from them. Don't publish a person's photo without their consent, and if you intend to comment about a private conversation, ask permission to do so first. Never discuss details of a business relationship. Be aware of any non-disclosure agreements that may be in place. It should be emphasized that a blog or podcast is not the appropriate place to "conduct business" with a customer, partner or supplier.

**8. Respect copyright and fair use laws.** Show proper respect for copyright and fair use of copyrighted material owned by others – including GM's own copyrights and brands. Do not use the GM logo – or any of our divisional logos. If you're citing or quoting someone else's work, fair use dictates that you should quote only short excerpts. It is generally considered good social media practice to link to others' work. Keep in mind that laws will be different depending on where you live and work.

**9. Be the first to respond to your own mistakes.** If you make an error or inadvertently post inaccurate information, be up front about your mistake, correct it quickly, and move on. If you choose to modify or edit an earlier post or comment, make it clear that you've done so. If someone points out an inaccuracy to you, investigate it – and if they're right, fix the mistake and thank them for bringing it to your attention. This will result in accurate information being conveyed and serve to enhance your credibility with others.

**10. Be judicious about using GM Information Resources.** If you've been designated by the company to speak for GM in these media, you can use GM Information resources to do it. But if you haven't, use discretion and judgment in using GM resources. Using GM resources when engaging a community or blogging yourself about your work for GM or issues impacting our

company, both at work and at home, is permissible – provided your actions are in compliance with the GM Social Media Policy, Winning With Integrity, and the Information Lifecycle Management Policies, and the Information Security Policy and Practices, AND, and your nominal participation does not impact your work productivity and/or ability to fulfill your normal job responsibilities.

Creating content for a site or engaging a community in which the main theme does not affect or impact GM is not an acceptable use of GM resources.