



**Social Media Policy**  
EFFECTIVE DATE: June 1, 2016

Page 1 of 3

C3 INDUSTRIAL BLASTING & COATINGS, INC. (hereafter referred to as "C3 INDUSTRIAL" or "the Company"), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

**GUIDELINES**

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with C3 INDUSTRIAL, as well as any other form of electronic communication.

The same principles and guidelines found in C3 INDUSTRIAL's policies apply to your activities online. You are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects clients, vendors, customers, suppliers, subcontractors, people who work on behalf of C3 INDUSTRIAL or C3 INDUSTRIAL's legitimate business interests may result in disciplinary action up to and including termination.

Social media is constantly evolving so these guidelines may be updated and amended from time to time. If you have any questions about how these guidelines might apply, do not hesitate to contact the Human Resources Department for further clarification. The following guidelines apply whenever you are participating in any form of online social media, without regard to whether you are at work or using a computer provided by the Company.

**Know and follow the rules**

When engaged in the use of social media you must not violate any guidelines set forth in C3 INDUSTRIAL's policies, whether or not you specifically identify yourself as an employee of C3 INDUSTRIAL. The same principles and guidelines that apply to Company employees in general apply to your activities online. Policies that may apply to your activities online include, without limitation, the Harassment Prohibition Policy which includes harassment of any type based on race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, disability, genetic information, past present or future status in the Uniformed Services of the United States of America or any other status or characteristic that is protected by federal, state or local law. This Policy is in addition to, and not in place of, those other policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

**Be respectful**

Always be fair courteous to fellow employees, clients, vendors, customers, suppliers or people who work on behalf of C3 INDUSTRIAL. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our reporting procedures than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism,



avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, clients, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, disability, genetic information, past present or future status in the Uniformed Services of the United States of America or any other status or characteristic that is protected by federal, state or local law.

**Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about C3 INDUSTRIAL, fellow employees, clients, vendors, customers, suppliers, subcontractors, and people working on behalf of C3 INDUSTRIAL or competitors.

**Post only appropriate and respectful content**

- Maintain the confidentiality of C3 INDUSTRIAL's trade secrets and private or confidential information business or financial information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications. In addition, many of the projects for which C3 INDUSTRIAL is hired and performs work are highly confidential. Therefore, do not post pictures of these projects or otherwise discuss these projects online.
- Do not create a link from your blog, website or other social networking site to a C3 INDUSTRIAL website without identifying yourself as a C3 INDUSTRIAL employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for C3 INDUSTRIAL. If C3 INDUSTRIAL is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of C3 INDUSTRIAL, fellow employees, clients, vendors, customers, suppliers, subcontractors or people working on behalf of C3 INDUSTRIAL. If you do publish a blog or post online related to the work you do or subjects associated with C3 INDUSTRIAL, make it clear that you are not speaking on behalf of C3 INDUSTRIAL. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of C3 INDUSTRIAL BLASTING & COATINGS, INC."
- If you are going to make recommendations on LinkedIn and other similar sites for current or former co-workers, please check first with your manager. If you want to make a recommendation for a client, vendor, subcontractor or customer, please make sure you have their prior approval before doing so. Any recommendations on LinkedIn or other similar sites must be accurate, and be sure that you can fully support your comments if called upon to testify in any legal action.
- Employees are expected to respect the intellectual property rights of all persons including copyright and trademark rights, for example. Employees may not use any C3 INDUSTRIAL trademarks, trade names, branding or logos, including posting pictures that contain clothing, hats, equipment and vehicles that have the C3 INDUSTRIAL name or logo, without authorization.
- Do not discuss clients, customers, vendors, subcontractors, suppliers, competitors or other business



partners online without prior authorization from C3 INDUSTRIAL.

### **Using social media at work**

Participation in social media should not interfere with your work commitments, job productivity or performance. Company computer systems and Internet access are intended to be used predominantly for business purposes only. Employees are permitted to access the Internet for their personal use through Company computers and computer systems only during the non-working time of the employee. Be cautioned that you have no expectation of privacy with respect to public postings online. Your postings can be viewed by anyone. Do not use C3 INDUSTRIAL email addresses to register on social networks, blogs or other online tools utilized for personal use.

### **Reporting prohibited postings**

If you become aware of any posting prohibited by this policy, you should report it to your supervisor, the Human Resources Department or any other member of management. If an employee posts any information prohibited by this policy, such information is subject to inspection by the Company. As with all employment policies, failure to follow these guidelines may result in corrective action, up to and including the termination of your employment.

All employees are expected to exercise good judgment and restraint in their personal participation in all forms of online social media, including blogging activity, discussion forums, newsgroups, and e-mail distribution lists. To promote and assure compliance with this Policy, the Company reserves the right to access the Internet like any other member of the public and to monitor its own computer systems and to read and copy all files or data contained on any of its computers at any time, with or without prior notice.

### **Retaliation is prohibited**

C3 INDUSTRIAL prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

### **If you have questions**

Employees may ask their supervisor or Human Resources Department, if they have any specific questions about what is appropriate to include in their blogs or other postings on social media platforms. ***This policy is not intended to interfere with an employee's legally protected rights or to prohibit communications protected by the National Labor Relations Act.***