

VOLVO

AB Volvo

Volvo Group Social Media Guidelines

Issued by	Online Communications, Caroline Stensjö, 61159, Volvo Group Headquarters
Approved by	GIB Communication and Brand Management, Per Löjdquist
Date	June 2, 2010
Registration No	
Version No	1.0
Classification	Internal

VOLVO

AB Volvo

Type of document / Dokumenttyp		Page / Sida
Guideline		2 (3)
Name of document / Dokumentnamn	Reg No / Reg.nr	Date / Datum
Volvo Group Social Media Guidelines		June 2010
Issued by (dept, name, phone, location) / Utfärdat av (avd, namn, tfn, geo plac)	Version No / Versionsnr	Appendix / Bilaga
Online Communications, Caroline Stensjö, 61159, Volvo Group	1.0	
Approved by (dept, name, phone, location) / Fastställt av (avd, namn, tfn, geo plac)	Sign	
GIB Communication and Brand Management, Per Löjdquist		

VOLVO GROUP SOCIAL MEDIA GUIDELINES

Social media enables individuals to express their opinions and share their knowledge within the context of a globally distributed online conversation in for instance blogs, wikis, networks and virtual worlds.

The policy *Communications in the Volvo Group* presents principles that all companies within the Volvo Group must follow in their communications.

The following principles complement *Communications in the Volvo Group* when Volvo Group employees or consultants participate in Volvo Group-related topics in external social media, whether at work or during spare time:

- **Comply with relevant Volvo Group steering documents**
The same principles and guidelines that apply in general apply to social media. Examples of relevant steering documents are Communications in the Volvo Group, Volvo Group's Code of Conduct, the Disclosure policy and Administration & classification of information, Electronic mail, Messaging and Internet policy and The Volvo Way.
- **Be judicious**
Use your common sense and be thoughtful of what you publish – you are personally responsible for what you publish. Make absolutely sure your activities don't violate the Volvo Group's principles of transparency outlined in *Communications in the Volvo Group*.
- **Show respect**
Be respectful as respect for the individual is fundamental in all relations. When disagreeing with others' opinions, keep it appropriate and polite. There can be a fine line between healthy debate and incendiary reaction. Frame what you write to invite differing points of view without inflaming others.
- **Be clear on sender**
Be upfront and explain that you work for the Volvo Group. Unless you are an official spokesperson or participate within your sphere of authority, add a disclaimer that makes it obvious that your opinions are personal and not necessarily represent Volvo Group. See example in *Communications in the Volvo Group*. Remember that your employment can be discovered even if not explicitly referred to, for instance when using a Volvo Group e-mail address or job title/description in your online alias.

VOLVO

AB Volvo

Type of document / Dokumenttyp		Page / Sida
Guideline		3 (3)
Name of document / Dokumentnamn	Reg No / Reg.nr	Date / Datum
Volvo Group Social Media Guidelines		June 2010

- **Write what you know – add value**
Stick to your area of expertise and provide unique, individual perspectives on non-confidential activities in the Volvo Group. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand the Volvo Group better—then it adds value.
- **Be sure before you publish**
If you are about to publish something that makes you even the slightest bit uncomfortable, don't ignore the feeling. Use your common sense. If the feeling remains, turn to Volvo Group's steering documents or contact your manager for guidance. Remember that you are personally responsible for what you publish.
- **Be smart about protecting yourself and your privacy**
Consider your content carefully, what you publish is widely accessible and will be around for a long time – search engines have a long memory. Ensure that your profile and related content is consistent with how you wish to present yourself to the public, colleagues, customers, partners and suppliers.
- **Respect copyright and fair use laws**
If you quote other people's work and properties, refer to the source. Always ask for permission before you publish content from a colleague, customer, partner or supplier.