Hudson
Great people. Great performance.

SOCIAL MEDIA POLICY

1. Purpose

Hudson recognises the growing popularity of online social media and is supportive of its staff's use of these services as a means of keeping in touch with their friends/family, sharing information or become involved in online discussions.

However, for Hudson staff who use social media either as part of their job or in a personal capacity, it is important to understand employment obligations when the online communication is about Hudson, its products and services, follow staff members or other work-related issues.

This standard outlines Hudson's stance on the use of Social Media.

2. Scope

This standard applies to all employees, contractors, consultants, temporaries, and other workers at Hudson (including all personnel affiliated with third parties and/or performing work for Hudson clients) and to all IT Systems and Devices (e.g. computers, tablets or mobile devices) that is owned or otherwise used by Hudson (e.g. leased) or connected to the Hudson network / internet in any way.

The standard does not apply to:

- Personal use of social media where no reference is made to Hudson and/or such usage has no connection to the workplace or work-related matters.

3. Policy

3.1 Definition of Social Media

Social media (sometimes referred to as social networking) are online services and tools used for sharing, discussing and publishing information. It can include forums, blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content using a variety of different formats, such as text, pictures, video and audio.

Social media can provide unique opportunities for users to communicate and share information and build networks. Information shared may include (but is not limited to) personal information, opinions, research, commentary, or business information.

3.2 Types of Social Media

- **Blogs** – A blog is a "web log". Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. Usually, viewers can comment, ask questions, share information and subscribe. A typical blog combines text, images, and links.

- **Forums / boards**– An internet forum, or message board, is an online discussion site. Users can post messages and comment on other messages. Other types of social media often incorporate forums, social conventions and etiquette.

- **Micro-blogs** – A micro-blog has a similar purpose to a blog, except that entries are smaller - usually limited to a certain number of characters (e.g. 140). Popular examples are Twitter™ and Sina Weibo. It allows users to 'follow' one another so that they are notified when a new update is posted.

- **Photo sharing sites** – A photo sharing site, such as Flickr®, allows users to upload images and is useful for categorising and organising pictures. They allow other users to comment on them, or re-use them with permission.

- **Social bookmarking** – Social bookmarking is used for saving the address of a website or item of content and adding a tag to allow other users to easily find your research. It is useful for organising and sharing links, and for keeping track of links recommended by others. Example are Delicious™, Digg™, and Reddit.

- **Social networking websites** – Social networking websites such as Facebook® and LinkedIn® focus on building online communities of people who share interests. Users can build their own profile page, join groups, share photos and videos, post messages, and run other applications.

- **Video sharing sites** – A video sharing site such as YouTube™ or Youku allows users to upload video clips to be stored on the server, allowing other users to view them.

- **Virtual worlds** – Virtual worlds such as Second Life® are online places where users can create representations of themselves (avatars) and socialise with other residents.

- **Wikis** – A wiki is a website using 'wiki software' that allows web pages to be created, interlinked, and edited by any user. Wikipedia® is the most commonly known example of a Wiki.

- **Other social media platforms** – Any social media platforms including but not limited to WeChat, WhatsApp®, Facebook Messenger® and all other communication or social media applications that are available on the market.

3.3 Standard Controls

Overarching Controls

When participating in social media in a personal capacity, all Hudson employees and contractors must:

- Ensure all communications through social media must adhere to the Hudson Code of Business Conduct and Ethics, our values and all other applicable Hudson policies and rules.

- Follow all applicable laws governing copyright and fair use of copyright material owned by others.

- Not disclose Hudson confidential information, proprietary or sensitive information. Information is considered confidential when it is not readily available to the public (eg Hudson's business performance). The majority of information used throughout Hudson is confidential. If you are in doubt about whether information is confidential, refer to your manager before disclosing any information.

- Ensure all information posted regarding Hudson is factually accurate.

- Not use the Hudson logo, company branding or your company email address on any social media platform without prior approval from the Chief Marketing Officer.

- Not communicate anything that might damage Hudson's reputation, brand image, commercial interests, or the confidence of our customers.

- Not represent or communicate on behalf of Hudson in the public domain without prior approval from the Chief Marketing Officer.

- Not post any material that would directly or indirectly defame, threaten, harass, discriminate against or bully any Hudson employee, supplier or customer.

-

- Do not use language that could be interpreted as offensive, defamatory, inappropriate or foul. Remain professional at all times and do not disparage, insult or provoke others – including competitors.

- Not cite or directly reference clients, partners, co-workers or suppliers without their express written approval.

- Ensure, when identifying themselves (or when they may be identified) as a Hudson employee, that their social media communications are lawful. Do not post comments anonymously using pseudonyms or false screen names.

- Exercise care and discretion with their use of online communication. Employees should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who the communication was intended for.

- Not disclose other people's personal information or publish images of others without permission. Be considerate of others' privacy and do not comment on topics that could be considered personal, such as religion or politics.

- When appropriate, direct others to the official Hudson website and social media pages/accounts.

3.4 Professional Posts

Professional use of social media is based on your area of expertise and/or association with other practitioners in that field. Some employees are subject matter experts in fields that may relate to their employment at Hudson, or may be wholly separate from it, and might make comment in that capacity.

An employee's manager should be made aware of any sites or accounts an employee holds that may reasonably reflect on their employment in a professional capacity at Hudson. This includes formally blogging or hosting accounts on issues relevant to their area of professional expertise.

The employee should also make it clear when making public comment that they are not representing Hudson.

3.5 Official Posts

Hudson reserves the right to make Official Posts on social media sites, as it does in the traditional media, to address queries, discussion and misinformation. Any Official Posts will identify the information provided as attributable to the company as official comment.

Official Posts must be executed by a fully authorised representative of the company. Therefore any official posts must be developed in-conjunction with the Chief Marketing Officer and subject matter experts.

3.6 General Usage Guidelines

The principles that guide our everyday interactions with clients, candidates and co-workers – such as our values – also apply to how we use social media.

The following guidelines are intended to provide helpful advice on complying with the above policy rules and ensuring a positive, consistent "One Hudson" social media experience.

- **Add value**: Use social media as an opportunity to share our specialised expertise and differentiate Hudson from competitors. Share observations on the industry, hiring or skills trends or link to things that you think are useful to your audience. Have an interesting – and factual – point of view.

- **Be respectful and responsible**: Respect and responsibility are core values at Hudson and should always be reflected in online behaviour. You are personally responsible for your online content and are expected to exercise good judgment and common sense.

- **Take ownership**: It is increasingly difficult to separate the personal from the professional online. Even when your social media activities occur outside of work, what you say can have an influence on your job responsibilities and Hudson's business interests. Even if you are posting content as an individual, people may perceive that it reflects the views of Hudson.

- **Be aware of the permanent nature of the internet**: Content you post is likely to remain available to the world for an indefinite period of time, and may be re-posted, re-Tweeted, or otherwise distributed more broadly than originally intended – even if you delete or edit it.

3.7 Ownership of Social Media Content

- All social media content created or developed at any time while employed by Hudson and relating to Hudson or its business is the exclusive property of Hudson.

- Content created for and posted on a Hudson blog or website may not be duplicated or reposted on any other non-Hudson site without permission from Hudson.

- You must follow any instruction or guidance you receive from management regarding the content you generate or post on social media, including its removal if so instructed.

- You must at all times abide by any contractual commitments you have to Hudson.

3.8 Help and Questions

- Due to the dynamic nature of social media, these guidelines will evolve as new trends and technologies are adopted. Employees are responsible for regularly reviewing this policy. Hudson's Marketing team can help answer questions about social media usage.

  Please contact your local Marketing representative if you:

- Have a question about Hudson's participation on any site or social networking forum.

- Need guidance or are unsure about the content of a post or comment.

- See a post regarding Hudson that you believe the company should be aware of or respond to.

3.9 User Accountabilities

- All users of Hudson's IT systems and services must adhere to Hudson's IT Polices and Standards at all times.

- Hudson staff should not represent or communicate on behalf of Hudson in the public domain without prior approval from the Chief Marketing Officer.

- All users of Hudson's IT systems and services must immediately report any known or suspected security incidents and or breaches to their manager and Hudson's IT team.

4. Exemptions

All exemption requests in relation to this security standard must be reviewed, assessed and approved by Hudson's Chief People Officer.

Failure to abide by this policy may result in disciplinary action, up to and including termination of employment.