

## **Counterfeit Cow Productions Social Media Policy:**

Counterfeit Cow Productions, LLC, embraces social as an important form of content and communication and a tool to strengthen business by engaging and interacting with our community. We recognize that employees are participating in, contributing to, and creating all forms of social media daily. As with other forms of communication, CCP requires that all employees and interns act with a responsible manner which reflects well upon employees and CCP alike.

Regardless of why employees participate in social media, whether as a private citizen or as a CCP employee/intern, all are expected to know and follow this Social Media Policy at all times in order to protect Counterfeit Cow Production's interests as well as the interest of the employee.

Business and personal social media activity should be kept separate. Understand that when you say that you work for CCP, or reference your employment at CCP in a social media profile, it creates a perception in the mind of others as to what you know, your area of expertise, and your authorization to make certain statements on behalf of CCP. Those who read your social media communications may also make certain assumptions about the factual support for, or context of, your communications. As you participate in social media activity, be mindful that, intended or not, you may be viewed as representing CCP and for this reason alone you are expected to maintain the high standards of integrity and decorum expected of all CCP employees and interns.

### **Business Use of Social Media:**

Certain CCP employees and interns are required to use social media as part of their daily responsibilities. CCP sponsors company pages, profiles, and areas on public social networks to build brand awareness and/or promote CCP, its projects, films/shows, or other assets. Only employees and interns authorized by CCP should post, delete, edit or modify content on any forum sponsored by CCP. Participation on social media platforms as an authorized representative of CCP, you are expected to uphold the high standards of integrity and decorum required of all CCP employees in any and all professional settings. Be aware that endorsing advertisements, products, politicians, or celebrities without authorized permission is prohibited.

### **Personal Use of Social Media:**

It is encouraged that use of social media outside work is done in the lawful manner in full compliance with CCP policies, as well as the lawful user terms and conditions of the social media platforms. Participation in social media must not damage CCP's brand or reputation. You are personally and legally responsible for any consequences of your online activities.

Should you participate in online conversation that discusses work or CCP, you must identify yourself, use your real name, and state that you work for CCP. Use transparency and integrity, do not pretend to be someone you are not or use a fake name. Be honest about what you do at CCP and your role, especially when commenting on CCP, its projects, films, shows, products, assets, or services.

**When posting about work at CCP, use the legal disclaimer stating that:**

*“the views and opinions expressed here are my own and do not necessarily represent the views or opinions of Counterfeit Cow Productions, LLC or other employees, clients, or customers.”*

Anything written online is your personal responsibility. Be advised that digital content lives for a long time, disperses throughout the community instantaneously, and can be almost impossible to correct, change or delete.

**Voice Concerns:**

If you know of a violation or possible violation of a CCP policy or applicable law, rule or regulation, you have a responsibility to document your concerns in writing and send it to your manager with haste or there may be consequences.

**Social Media Use at Work:**

Occasional use of CCP resources for personal social media use is permitted as long as it does not violate this Social Media Policy. Excessive use of social media during work hours is not permitted. Use of social media must not negatively affect yours or other employees’ performances or impact the performance of CCP equipment, including its electronic systems or devices.

**Social Media Use on CCP Systems:**

CCP reserves that right to inspect all files, messages and postings created, stored on or transmitted through its electronic systems. Users have no reasonable expectation of privacy on social media accessed through CCP electronic systems or devices, even if a personal, password-protected account is used.

Unless it is required as part of your job responsibilities, avoid using CCP issued email addresses when participating in social media. Use a personal email address for personal social media use. Do not install any social media related software or applications on CCP electronic systems or devices, or change the configuration of existing software without the prior authorization of CCP management.

**Regardless of whether use of social media is for business purposes or personal in nature, the following guidelines apply for all use of social media at all times:**

- 1) **Confidentiality and protecting CCP’s interests:** You may learn about confidential or proprietary information about CCP, its customers, clients, business partners, interviewees and other third parties. You may learn of or even participate in a news story in progress, ALL employees/interns must at all times maintain the confidentiality of the information that is entrusted to us and the anonymity of those who entrust it. Do not publicly disclose or comment on CCP’s confidential financial information such as any of CCP’s future business performance, business strategies or prospects, or contract wages.

The only exception is if you have been authorized to disclose certain information. Should you see a post about CCP employees, clients, customers, or contract workers that is false, inaccurate or harmful in nature, address your concerns immediately in writing to CCP management. If you

choose to correct such information yourself do so with respect, use facts, and identify yourself and your affiliation with Counterfeit Cow Productions, LLC.

- 2) **Sharing Information:** For employee protection, as well as CCP's, respect all laws governing proprietary information, intellectual property, copyright, trademarks, logos, brands and other similarly protected materials at all times, including CCP's own copyright and brands. Credit the source of the material and provide links to others' work when appropriate. Request permission prior to using/posting someone's photo. Do not use links to sites that contain illegal, unauthorized or pirate content.
  
- 3) **Use Civility:** CCP is well established on the web, and its employees, interns, business partners, clients, customers, and contracted workers reflect a diverse set of customs and values. Be respectful of others and their diverse opinions and points of views at all times. Clean humor, and healthy debate or conversation is advised.

Do not post material that is discriminatory, defamatory, profane, libelous, threatening, harassing, abusive, hateful or obscene. This includes (but is not limited to) comments regarding CCP, our employees/interns, business partners, clients, customers, contract workers, and competitors.

Use caution engaging in topics of an inflammatory nature such as politics and religion. Be advised that offensive and threatening behavior on social media is not to be tolerated and can lead to immediate termination of employment. Should a financial loss occur for CCP or its clients, from inappropriate posts, CCP or its clients reserve the right to seek legal action.

- 4) **Protect Your Reputation:** You are advised to defriend those who might damage your professional reputation. Use privacy filters and other security tools, but be advised that no area online, no matter how gated or private it appears, is entirely private. Treat all online activities and postings as permanent and legally discoverable.

I have Read and understand the social media policy of Counterfeit Cow Productions, LLC.

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**SIGNATURE:**

**DATE:**