Pearson social media guidelines

Many of us across Pearson are using social media sites to communicate with customers and each other. These guidelines are intended to help everyone at Pearson use social media in a positive, responsible way.

Use these guidelines if you post on:

- Blogs, wikis and externally facing social networking sites such as chat rooms, news sites, Facebook, Twitter, LinkedIn, MySpace and YouTube.
- Websites hosted or sponsored by Pearson.
- Websites (such as Amazon) featuring Pearson products or businesses, or those of our competitors.

These guidelines apply:

- To Pearson group employees, contractors or other Pearson representatives using any device.
- In addition to the principles outlined in the Pearson code of conduct, including honest and open communications with everyone who has an interest in our company, and any other policies and guidelines established for your part of Pearson, such as sexual harassment and equal employment opportunity.

1. **Getting started:** Ask your manager's permission before posting anything as a Pearson representative. Please don't use any Pearson brand names or logos in your user name or profile image unless authorized.

2. **Be transparent:** Identify your Pearson relationship if posting about Pearson products or businesses. If posting a personal opinion, state that the views expressed are your own and don't necessarily reflect those of Pearson. Do not mention your Pearson connection if posting about topics not involving Pearson.

3. **Be factually accurate**: Avoid vague or misleading claims. If you make a mistake, own up and correct it as soon as possible. If the mistake impacts Pearson, contact your manager or the Legal Department. If you have permission to post on behalf of Pearson, use an appropriate tone of voice and avoid stating any personal preferences or views. Quality matters in social media so be sure to check your work before you post.

4. **Respect copyright and other laws:** Avoid quoting directly. Instead, link directly to the original source materials, and attribute the original author/source in your post. Laws such as libel and privacy apply to social media. Remember that you are personally liable for what you post on personal Twitter accounts, blogs, etc.

5. **Don’t share confidential or proprietary information**: Certain topics are inappropriate for social media unless you have express permission. These include statements about Pearson stock or financial information; Pearson legal issues or disputes with third parties; unreleased product, sales and market share information, and customer information.

6. **Protect all private information**: Don’t post anyone’s personal information, even your own. This includes social security numbers, credit card numbers, medical details, passwords, birth dates, or photographs that could cause embarrassment or injury.

7. **Be decent**: Show respect to others and never insult or attack when posting. Don’t use profanity or obscene, threatening, defamatory or discriminatory language. Avoid arguments, because no one wins. Avoid posting in haste or in anger: whatever you post is going to be public for a very long time, so think about it carefully before you hit the send key.

8. **Be sensitive**: Our company and our markets are diverse, so remember that not everyone's customs and outlook will be the same as your own. What might seem an acceptable topic or point of view to you could seem inappropriate to someone else.

9. **Don’t be afraid to ask for help**: If you have a problem about a posting or blog, please contact your manager.

10. **Social media matters**: It can be a powerful and effective way to connect with our customers and business partners, and to convey Pearson’s values.