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| Objective & Scope | This policy is designed to help HP employees make the most of social media by outlining basic guidelines, recommendations and best practices for participation in, and use of, such outlets.  It is also designed to protect HP employees by helping them to identify and avoid pitfalls. |
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| | It's difficult to imagine and document every possible scenario an employee will encounter while participating in social media, so the guidelines contained in this document were developed with common situations in mind.  However, in all cases, the best guidance to follow is to exercise good judgment and common sense.  If there is ever a question about what's appropriate or you want to discuss any element of this document, talk to your manager or contact your PR team. |
| | The scope of this policy applies to: |
| | <ul><li>Blogging/microblogging or participating in social media on an HP-hosted site.</li><li>Blogging/microblogging or communicating about HP or related subjects anywhere on the Web.</li><li>Submitting any "user-generated content" or comments regarding HP anywhere on the Web. If you are not within HP's firewall, the sites should be considered public.</li><li>Participating in other social media on the Web such as user groups, chat rooms, forums, support sites and social networking sites, e.g., LinkedIn, Facebook, MySpace, Twitter, Yammer, YouTube, etc. and future social media applications. (See Appendix B for examples of social media sites.)</li><li>Whereas internal sites are technically within HP's firewall, external and internal sites are often confused and information can easily be shared onto external sites.  Internal social media participation should be handled carefully; confidential information should not be shared on sites that are open to all HP employees.</li></ul> |

| Governance | | |
|---|---|---|
| | Reviewed by | ▪ Social Media Council |
| | Approved by | ▪ Corporate Marketing |
| | Changes from Prior Edition | ▪ See Updated Sections |
| | Implementation Responsibility | ▪ All HP Employees participating in Social Media & Blogging |

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| **Business Context** | HP recognizes the unique value of blogs, microblogs, social networks, and other social media sites, and supports employees' responsible use of these tools.<br><br>Active engagement in the blogosphere and social media sites allows HP employees to interact directly, openly, and in real-time with customers, prospects, business partners and the general public. This highly personalized information and idea exchange reflects the collaborative, customer-centered approach that defines our way of doing business.<br><br>Effective engagement in social media can help create and deepen interest in our company, our products and our services. It can enable HP to learn about and respond more nimbly to urgent issues and concerns. It can also help establish HP and its employees as "thought leaders" in today's dynamic technology universe. |
| **Policy** | **Communication Guidelines**<br>HP requires all employees engaged in social media to follow the guidelines listed below whenever the subject of HP is being discussed:<br><br>**1. Establish Identity and Transparency**<br>&bull; Identify yourself whenever you discuss HP anywhere on the Web: blogs, microblogs, online news sites or elsewhere.<br>&bull; Include your name and your position within the company.<br>&bull; Because you're speaking solely for yourself — not for the company — write in the first person singular ("I" rather than "we").<br>&bull; Whether you're participating in an HP community or on another site, be sure to make it clear that the opinions you're voicing are your own, not those of HP. Even when you've done this, some audience members may still tend to view you and what you write as in some sense representing HP. Bear this in mind — and act accordingly.<br><br>**Note:** Intended or not, how an HP employee participates in social media reflects on HP.<br><br>Each page on HP's blog site reiterates that its content represents the blogger's opinions, not HP's. If commenting in a blog – or other social media outlet - on a non-HP site, or if you have your own blog or social media account outside of HP, always remember to include a similar disclaimer. |

To the extent that third parties who are compensated by HP to review or promote our products or services on social media outlets are engaged, these must be instructed to be transparent with respect to their relationship with the company and disclose that they are being compensated (whether with cash or products) by HP.

### A. HP Identity References

HP usernames, HP logos, HP domains and other proprietary information on official HP accounts may only be used after getting approval and training from the business unit marketing department.

HP prohibits use of the following on a personal social media account:

- HP in your username
- HP logo
- URL or domain name containing HP
- other HP proprietary information

### B. Content

Any content shall be written with the writer's own distinctive voice, and with sincere comments on the topic at hand.

**Note:** Blogging and social media are all about unfiltered person-to-person communication, so it is recommended to be on guard against becoming pedantic or impersonal.

### C. Response on Behalf of HP

There are times that an employee will be responding on behalf of HP. For example, a product manager writing about a product release may say "We included feature xyz in this new version." These responses should be based on collaboration within a department or several experts, including the relevant PR team, to form a response on a particular question or issue.

## 2. Respect Privacy and Confidentiality

Social media participation should always reflect common sense and good business judgment when it comes to protecting personal and corporate information. This is no place to tell secrets.

**A simple rule of thumb:** If it's not in the public domain, don't disclose it unless you have received specific permission to do so. If you are unsure, then don't disclose.

Laws and guidelines may vary depending on where you work and live.

## A. Confidential Information

HP prohibits use of social media content to disclose intellectual property, trade secrets, and other company-confidential information.

Regardless of where a social media is hosted, HP employees are required to comply with applicable HP policies, including HP's Confidential Information Policy, HP's Regulation FD Policy and HP's Insider Trading Policy, as well as with the *Agreement Regarding Confidential Information and Proprietary Developments* you've signed as an HP employee.

## B. HP Standards of Business Conduct

All social media and blogging participation must comply with the HP Standards of Business Conduct (SBC) (http://sbc.corp.hp.com/), which have been established to help ensure a consistently high level of integrity in all our business dealings, as well as to help safeguard our customers' and partners' privacy.

All who participate on an HP-sponsored or non-HP-sponsored site remain personally responsible for their contributions. All HP employees are always bound by the confidentiality and SBC requirements signed as an HP employee.

## C. Financial Disclosures

HP expects compliance with securities laws and regulations and HP's disclosure policies, including HP's Regulation FD Disclosure Policy and HP's Quiet Period Policy.

There shall be no comments or speculation about financial topics, including revenue, unannounced financial results, HP's stock price or similar matters. Please also avoid making predictions of future performance of HP or any of its businesses.

All employees must be cognizant of HP's quiet period, the period during each fiscal quarter that HP avoids disclosures that could signal or fuel speculation about financial results that have not been publicly released.

## D. Privacy

References to specific business relationships between HP and its customers, suppliers or partners always require written permission from the parties who may need to be discussed.

Information about the employee's personal life may be included but employees should always be careful to protect their privacy and that of friends, relatives and colleagues.

Obtain permission from friends, family and colleagues before including content about them. Ensure that usernames do not disclose contact information, such as having an email address as a username. Remember, what you write is likely to be available for a long time, for the entire world to see.

**Note:** Do not share personally identifiable information about anyone, unless done so in compliance with HP's Online Privacy Statement.

If you plan to collect personal information from HP-sponsored social media sites, such as a Facebook business page, ensure that the information is being collected in compliance with both HP's privacy requirements and the social media Web site's policies and terms.

### E. No Comment Policy

HP prohibits comment on anything related to HP legal matters or any litigation involving HP without the approval of the HP Legal Department. Employees must not comment in any way on rumors or speculation in the market; affirming or denying rumors, or even suggesting denial or affirmation is not permitted.

### 3. Demonstrate Expertise

Topic areas in social media on HP-sponsored sites should be directly relevant to the technology and business issues and concerns of our customers, prospects, and partners.

### A. Knowledge

Employees should focus on areas that demonstrate their familiarity with current industry trends and developments. Visitors to the HP blog area and social media sites are looking for an informed perspective on topical industry issues from a credible source. Demonstrate thought leadership and stimulate thoughtful reader response by focusing on your own particular area of expertise.

**Do necessary homework:** Know what has been written on your topic of choice elsewhere on the Web. Listen to the conversation for a while before actively participating.

### B. Substantiating Claims

Any claim made in entries should have links to information that substantiates the claim.

For example:
- Links to HP product information that is available to the general public, such as material on hp.com.

Claims regarding HP products and services must be truthful and substantiated as specified in the HP Marketing Policy on Advertising Principles and the HP Legal Department Guide for North America Advertising and Marketing Collateral. Employees must follow local laws and guidelines.

### C. Misstatements and Omissions of Facts

In all cases, employees must avoid making any material misstatements or omissions of facts if discussing company-related information (including our services, products and relationships).

### 4. Engage in Two-way Dialog

HP encourages employees to post and, when appropriate, respond to reader comments as part of the unfiltered two-way communication that social media makes possible.

If comments are not enabled on the site, readers should be given the option to participate in the conversation by emailing their responses directly to the blogger.

### A. Handling Negative Comments

As in every other discussion forum, disagreements inevitably occur. Respondents are likely to express points of view that differ from those of the blog author.

When receiving negative comments HP expects its social media communicators to let the commentator know his/her opinion is appreciated and a polite response should be formulated, with facts as seen by the employee.

At times one may simply have to agree to disagree. Inflammatory, rude, irrelevant, insensitive, or generally inappropriate comments should be deleted.

### B. Moderation

All employees who engage in social media should have a plan in place for moderating their social media site. These guidelines should be approved by HP Legal. Comments should be monitored on a daily basis to be sure they add to the continuing conversation.

## 5. Communicate Responsibly

All blogs should be written in a polite manner so as to avoid giving offense.

- Slurs, insults and obscenities must be avoided.
- Always take care to protect audience members' personal privacy.
- Steer clear of potentially objectionable or inflammatory topics such as politics, religion, sex and the like.

### A. Double Check before Posting

Do not post data that cannot be substantiated by you, your management or qualified subject matter experts before you post.

**Note:** The prudent course here is simple: If you're in doubt, leave it out. Always check over your post one last time before you hit the SEND button. Be sure you've said exactly what you want to say, exactly how you want to say it.

### B. Copyrights

All employees must respect HP and third-party copyrights, as well as all other intellectual property rights.

All employees must be particularly careful to avoid plagiarism by observing "fair use" restrictions. A short, concise quote with correct copyright and attribution information may be acceptable. All local laws must be followed.

### C. Perform Core Job Responsibilities

HP expects its employees to keep social media participation in its proper perspective and never let participation interfere with core job responsibilities at HP.

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| **Implementation** | All employees who engage in social media and blogs as representatives of HP must follow the principles defined in this policy.<br><br>The following Grow@HP courses are offered to help you get up to speed. These are prerequisites for gaining access to the HP.com communities domain and for participating in social media:<br><br>• Core and Annual Standards of Business Conduct (SBC) Training<br>• Global IT Security Standards Module of Ethics & Compliance 2009 Annual Refresher (00089120)<br>• Data Privacy Standards Module of Ethics & Compliance 2009 Annual Refresher (00089120)<br>• Employees participating in social media must also take the following course when available: Preventive Writing (01127611)<br><br>Review HP's Confidential Information Policy.<br><br>All new participants in social media will receive training on the information in this Policy and related guidelines. |
| **References** | Ownership of this policy rests with the HP Global Marketing Council. Questions may be forwarded to the HP Marketing & Sales Policy Manager.<br><br>Please refer to HP Blogging Processes and Procedures for information on additional requirements for bloggers on the HP site.<br><br>For additional information, see:<br><br>• HP Blogging FAQs<br>• Confidential Information Policy<br>• Advertising Principles (HP061-17)<br>• Standards of Business Conduct<br>• Regulation FD Policy<br>• Quiet Period Policy |

| **Document History** | Version / Revision | Author /Editor | Date | |
|---|---|---|---|---|
| | 1.0: Initial Document | Alison Watterson | 10 Jun 2008 | Initial Docu |
| | 2.0: Expanded to include Social Media principles in a genera l sense | Alison Watterson | 28 Jan 2009 | Expanded generally. |
| | 3.0 : Edits after input from HP Social Media Council | Alison Watterson | 26 Mar 2009 | Review co incorporat |
| | 4.0  Edits after integration as pan-HP Marketing & Sales Policy | Carin McVicker | June-July 2009 | |
| | 5.0  Edits per Charlene Li review and legal review | Alison Watterson | October 2009 | |
| **Updated Sections** | First published revision: November 1, 2009 | | | |

| Appendix | |
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| | ## A. Communication Effectiveness

Effective contribution to social media doesn't require you to be a professional communicator. In fact, the tone and manner of your entries should be more conversational and reader-friendly than formal. But the rules of good business communication apply nonetheless. Write clearly and succinctly. Use standard spelling and grammar. And avoid specialized jargon or internal acronyms that may not be familiar to everyone in your audience.

### 1. Establish a Personality

Work to develop an online personality. Be yourself. Write as though you're speaking personally with an individual member of your target audience. Publish posts regularly to sustain reader interest and involvement. Remember, blogging and social media are all about unfiltered person-to-person communication, so you'll want to be on guard against becoming pedantic or impersonal.

Add your own unique value to the discussion by sharing personal insights and perspectives, as well as <u>non-confidential</u> knowledge, know-how and best practices.

### 2. Stay on Topic

Though you're striving to establish a personality and a personal voice, try to engage readers by focusing on issues and concerns likely to be of high interest to *them*, as well as to yourself. Staying "on topic" is far more likely to get your entry read and remembered.

### 3. Demonstrate Respect

Demonstrate your respect — and boost your credibility — by correcting any inaccurate or misleading postings in a timely manner. At the same time, remember that changes to previously posted material should be made sparingly. And be sure to call your readers' attention to changes clearly and immediately.

Respect your fellow participants. Your discussion shouldn't be used to bicker with, denigrate or insult them.

Respect the wealth of information accessible within social media. Don't hesitate to use hyperlinks to relevant material available on Web sites across |

this highly internetworked sphere. Linking to others' published work on the Web is generally considered good social media practice, provided that you do so responsibly and in accordance with this policy. In addition, in order to avoid the perception of HP's implicit adoption or endorsement of others' work or content on others' Web sites when linking, you should explain the context for a hyperlink and why it is being provided.

### 4. Be Authentic

Social Media provides a vehicle for genuine, open dialog between our business and technology experts and our customers, prospects and partners. While your contributions should provide useful information about our company and its products and services, it should not be seen as a sales pitch, advertising or PR tool. If you attempt to use social media as an inappropriate marketing tool, you will quickly lose credibility and effectiveness. Transparency and authenticity are key to effective engagement.

**B. Social Media Definition and Sites**

Source: Wikipedia

Social media is content created by people using highly accessible and scalable publishing technologies that are intended to facilitate communications, influence and interaction with peers and with public audiences, typically via the Web and mobile communications networks.

The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.

This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories and experiences.

Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).

This policy and guidelines document applies to all forms of social media. Some example sites, categorized by type of social media, are shown but are not limited to the list below:

| Blogs and Microblogs | Wikis | Social Networks | Forum & Chat Rooms |
|---|---|---|---|
| • Blogger<br>• LiveJournal<br>• TypePad<br>• WordPress<br>• Vox<br>• Twitter<br>• Yammer<br>• Plurk<br>• Pownce<br>• Jaiku | • Wikipedia<br>• PBwiki<br>• wetpaint | • Facebook<br>• MySpace<br>• LinkedIn<br>• Avatars United<br>• Bebo<br>• Orkut<br>• Skyrock<br>• Netlog<br>• Hi5 | • vBulletin<br>• phpBB |

| | Customer Review/ Opinion Site | Content Sharing Site | Social Bookmarking | Internal Sites |
|---|---|---|---|---|
| | • CNET<br>• Epinions<br>• Yelp | Photo sharing:<br><br>• Flickr<br>• Zooomr<br>• Photobucket<br>• SmugMug<br>• Snapfish<br><br>Video sharing:<br><br>• YouTube<br>• Vimeo<br>• Revver<br><br>Art sharing:<br><br>• deviantART<br>• Behance<br><br>Livecasting:<br><br>• Ustream.tv<br>• Justin.tv<br>• Skype<br><br>Audio and Music Sharing:<br><br>• imeem<br>• The Hype Machine<br>• Last.fm<br>• ccMixter | • Delicious<br>• StumbleUpon<br>• Stumpedia<br>• Google Reader | • @hp Portal<br>• Watercooler<br>• HPedia<br>• HP Forums<br>• Sharepoint Collaboration Services<br>• Take5<br>• Internal blogs |