Xerox Social Media Guidelines

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Guidelines Overview

If you're a Xerox* employee or contractor creating or contributing to blogs, forums, social networks, or any other kind of social media as part of your job at Xerox - these guidelines are for you. They are intended to provide an overview of what communication tools exist, how to get started, and proper engagement with customers and/or influencers in the social media environment.

These guidelines also apply to individual consultants and any third party agencies working for or on behalf of Xerox. It is the responsibility of the Xerox employee working with these consultants and agencies to ensure these guidelines are followed.

In addition to the specific individual social media application guidelines below, the following provides an overall set of guidelines that apply to all social media participation, whether internal to Xerox or on sites which are visible outside of Xerox.

*In this document, Xerox refers to the Xerox Group which includes the traditional Xerox businesses and the services business as well as other Xerox subsidiaries. Employees refers to all employees of the Xerox Group.

Responsible Engagement

Emerging online collaboration platforms are changing the way companies work and engage with each other, customers and partners. Individual interactions represent a new model, not mass communications, but masses of communicators.

Xerox is increasingly exploring how social media can empower employees as global professionals, innovators and citizens. It is in our interest to be aware of and participate in this environment of information, interaction and idea exchange for the following purposes:

To learn: As an innovation-based company, we believe in the importance of open exchange and learning—between Xerox and its customers, and among the many constituents of our business. The rapidly growing phenomenon of user-generated web content—blogging, social media applications and networking—presents emerging opportunities for Xerox to engage and learn.

To contribute: Social media provides an excellent opportunity to reinforce that Xerox has an understanding of today's business challenges and to highlight the practical ways in which Xerox is a natural and necessary partner when it comes to meeting customer needs.

Xerox Social Media Guidelines: Overarching Principles

1. Xerox Code of Business Conduct guidelines —must be understood and followed.

2. Responsibility—Employees are personally responsible for the content they publish. Be mindful that what you publish will be public for a long time and has vast reach beyond your control. Remember that search engines will be evaluating and ranking your posts. If you're not trained on search optimization principles, contact your local web marketing experts.

3. Transparency—Identify yourself—name and role at Xerox—when you discuss Xerox or Xerox-related matters. And write in the first person. If you identify yourself as a Xerox employee ensure your profile and related content are consistent with how you wish to present yourself with colleagues and customers. For consultants and third party agencies working on behalf of Xerox you should clearly identify who is it that

you are representing —name and role at Xerox—when you discuss Xerox or Xerox-related matters.

4. Disclaimers—If you publish content on any website outside of Xerox and it has something to do with the work you do or subjects associated with Xerox, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent Xerox's positions, strategies or opinions."

5. Disclosure: When ever you make a statement on a web site or external social media site — such as Twitter, Facebook, YouTube or external blogs—that is likely to induce or encourage the purchase of a Xerox product or service, in the United States the Federal Trade Commission requires that you clearly identify yourself as a Xerox employee or representative . The disclosure of your identity should be placed as physically close to the endorsement as possible. Consultants and third party agencies or vendors receiving payment or incentives from Xerox are also required to disclose their connection to Xerox when making endorsements on web sites or external social media sites. It is the responsibility of the Xerox relationship owner to communicate this expectation.

6. Legal Sensibilities—Respect copyright, fair use and financial disclosure laws.

7. Confidentiality—Don't provide Xerox's or another company's confidential or other proprietary information. Unpublished information, for example, regarding features or products that could become the subject of a patent, should never be disclosed in a web posting. Some information found in service manuals and other documentation can also be considered sensitive and should not be posted. Any instructions that could compromise the integrity of Xerox equipment or a customer's network should not be posted. Also, don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible, link back to the source. This applies inside as well as outside of Xerox.

8. Respect Your Audience—Consider social media as an extension of the workplace. What's appropriate in the real world should be consistent with the virtual world. That means it is inappropriate to use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in Xerox's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or very sensitive—such as politics and religion.

9. Add Value—Provide worthwhile information and perspective.

10. Represent Our Brand—Xerox's brand is best represented by its people, and what you publish may reflect on Xerox's brand. Make sure you're comfortable with the Xerox Brand identity (both verbal and visual) and seek to reflect it in your social media engagements.

11. Xerox Content/Links—As you engage in the social media environment, you may want to utilize Xerox-created web content or links. It is recommended that you contact the internal owner to ensure usage is permitted. You should also work with Xerox Interactive Marketing to determine the best areas/links to use.

Dealing with Negative Comments

• Avoid Public Disputes—If a reader leaves a negative comment within your social media environment, it is recommended that you publish the comment. If the comment contains disrespectful or derogatory language you may consider NOT posting it. We encourage publishing most comments because it encourages different viewpoints

and opinions. Negative comments ultimately provide an opportunity for the social media participant to respond and reframe it in a positive light.

- Avoid Sarcasm—More often than not, negative commenters are trying to provoke a response. Do not allow yourself to become involved in a heated debate with someone who has posted critical content. Work to turn the negative comment into a positive discussion, encouraging more dialogue. Be open and honest in responding to negative comments and always be professional and respectful. In particular, thank commenters for their time and for sharing their thoughts.
- Think Before Responding—Always take time to think about your response, what you'd like to clarify or convey, and re-read your response before submitting it. Think about how your response might be perceived by readers and especially those who are new to your blog and/or conversation. Your response should be brief, yet confident and truthful. If you disagree with the commenter, it's ok to debate as long as you remain respectful of others' opinions and always tell the truth. Remember that your responses are ultimately representations of Xerox.

Using Social Media for New-Hire Recruitment

The majority of our social media channels are for customer engagement, conversation, marketing and communications. This does not mean that recruiting employees is off limits for Xerox social channels, rather that it needs to be done in a very professional and thought-out manner.

- Sharing open positions on a Xerox social media channel is something that should only be done sporadically. A good way to approach this is to shoot for a content ratio of 1:20, where only one out of every 20 posts is about recruiting employees.
- When sharing an open position, the post needs to be a factual and non-targeted. This means that there can be no mention or tagging of another company or individual.

Blog Guidelines

Definition

A blog is a website that enables two-way communication between the blogger and a target audience. It is usually maintained by a blogger with regular editorial entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

An important feature of most blogs is the ability of readers to add comments on the blogger's "posts," creating an ongoing thread of conversation on the topic of the blog. Blogs also present an excellent place to recommend to readers related web destinations associated with the blog's topic.

Best Practices

- Blog when you have time to properly focus on what you are writing. Write in your natural voice; authenticity is important.

- Remember that each post is the start of a conversation. Write as if you are talking to your audience.

- Focus on business and industry topics and express an interesting point of view. Provide worthwhile information and perspective. Ensure you write and post about your areas of expertise, especially as they relate to Xerox and our technology. Don't use your blog as a sales venue or for marketing hype.

- Always tell the truth. Stick to the facts and be sure they are accurate. Provide informed and well-supported opinions. Also, if you speak about a competitor, make sure that what you say is factual and that it does not unfairly criticize the competitor.

- If you make a mistake, admit it. Be open and honest and let your readers know about it. No one is perfect. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so. Always keep in mind that you are representing Xerox.

- Don't blog when you're unhappy. Negative tone will come through in your writing.

- Before starting a blog, we recommend the following actions:

  – Spend time looking at other business blogs to get a feel for the possibilities and the types of ideas that work.

  – Identify influential industry blogs using tools such as Technorati that let you study things like web traffic and comments.

  – You can start blogging without owning a blog. Read blogs in your industry and comment on these blogs. Become comfortable with getting your ideas out there, as they will be read and critiqued by others.

  – When you think you're ready to blog, ask yourself these questions:

    - What is the objective of my blog? Is my objective too broad to address effectively?

    - Do I have something of value to say, or will my thinking be considered marketing hype?

    - Do I have or am I ready to build a natural audience who's interested in my topic?

    - Am I ready to commit to consistent maintenance and updating of my blog?

    - If you don't answer "yes" to all these questions, think again about whether you are ready to blog.

- Before setting up your blog you will need to: write a one-page bio about yourself, identify your target audience and primary topics and write a 2-3 sentence summary of your blog's purpose.

- Your initial goal is to write at least one blog post a week. You may choose to build an inventory of posts (this is easy to do in the blogging tool) so you can publish content steadily after your blog is launched without being overwhelmed. It will be your responsibility to research topics, search the web for content and write the posts. You'll also need to promote conversation, market the blog and respond to comments as appropriate.

Microblogging Guidelines

Definition

Microblogging is social networking combined with short-message blogging. Author-owned content "updates" are delivered in short messages (typically 140 characters or less in length) distributed through online and mobile networks to the author's "followers."

The leading microblog is Twitter; however, there are additional microblogs such as Jaiku. Twitter interactions can be made via the Twitter website, or via mobile text messages, Instant Messaging, or desktop applications such as Twitterific, Twhirl, and others. Flexibility is further enhanced by the ability to subscribe to updates via RSS.

Best Practices

• Remember, Twitter is a public platform and can be indexed by search engines. This means that what is written can become part of your and Xerox's "permanent record."

• Be yourself. Losing the trust of your followers can damage a reputation.

• Don't create an account and have someone else post on your behalf.

• Know that what you Tweet can be ReTweeted by others and referenced on other sites. Give credit to others whose message you are ReTweeting.

• Respond in a timely fashion and be sure to always contact those reaching out to you.

• Too much pro-brand messaging or marketing hype will negatively impact the number of followers you attract and/or keep.

• After the registration is completed if you decide to open an account, take the time to actively monitor your account and facilitate two-way conversation.

• Don't make a professional account too personal, but don't lack personal touch either.

• Avoid making your followers feel that "Big Brother" is watching. It is good to interact, but don't comment on every single post they make.

User Forums/Message Board Guidelines

Definition

A forum is an online discussion site where users can engage in discussion on a variety of detailed topics. Each discussion within a forum is called a "thread," and many threads can be active at the same time.

Forums can exist as a stand-alone entity or as a built-in feature of a website. Unlike a blog, where there is a clear owner of the posted content, the content within a forum's threads is created by its members. A forum moderator monitors posts and removes inappropriate posts or spam but does not lead discussions.

Forums have a very strong sense of community, and conversations within forums can include those seeking advice, and sharing and/or debating information.

These guidelines pertain to participating in forum threads, whether you are administering or engaging in forums others are running.

Best Practices

While many of the best practices for forums are the same as the blog and microblog guidelines, they are briefly summarized below:

- When you come across inaccurate information or negative comments posted by others, respond in a professional manner.
- Don't always push Xerox products or solutions. Social media is an opportunity to prove to customers that we understand their business, priorities and issues. Take the time to listen.
- If you know of other forums that cover a similar topic, feel free to share that with the current community. This is an excellent way to add value and help customers find answers to their business challenges.
- Sentiment and sentiment/topic trends – if using monitoring software

Social Networking Guidelines

Definition

A social network is a web site that provides a virtual community for people interested in a particular subject or just to "hang out" together. Members create their own online profile with biographical data, pictures, likes, dislikes and any other information they choose to post. They communicate with each other by voice, chat, instant message, videoconference and blogs, and the service typically provides a way for members to contact friends of other members.

The most prominent social networking sites are Facebook, MySpace, and LinkedIn.

Best Practices (Facebook orientation)

- Establish clear goals before you engage your audience (What are your goals? Who is your audience? Are they active in your space?). Clear direction will help you attract the right audience and retain connections.
- Become familiar with each social network's privacy policies and only join/participate if you are comfortable with their policy.
- Visit other Xerox pages regularly and engage with the content. By commenting or clicking "like" on postings, your friends see your activity in their newsfeeds and, as a result, may become a fan of other Xerox-related pages.
- Expect that some postings will be negative in nature. Feel empowered to respectfully and professionally correct misinformation.
- Contact the page administrator if any postings include offensive or discriminatory language or images, or information that poses a threat to the reputational or financial well-being of the company.

Video/Audio Sharing Site Guidelines

Definition

A video sharing website lets people upload and share their video clips with the general public or invited guests. Acquired by Google in 2006, YouTube became the most popular video sharing site on the Web, although many alternatives exist.

Most video sharing and hosting websites have a social networking element within them where users are required to create a profile. Additionally, users can become fans, subscribe and make comments on videos.

Best practices

- Keep Xerox Brand Identity guidelines in mind. It's important to align with our overall tone of voice, look and feel.

- Do not divulge any confidential Xerox or client information and check with a manager or content owner if you are uncertain. Videos intended for an internal audience should not be shared with external audiences without proper authorization from managers.

- If posting to a personal or third-party site on behalf of the company, disclose your affiliation with Xerox.

- Use common sense and good judgment when conducting interviews.

- Do not post your personal information or that of anyone else.

- Choose a "keyword-centric" title to describe the video with the primary keyword in the farthest left position of the title. If you're not trained on search optimization principles, contact Xerox Interactive Marketing.

- Create a catchy description that motivates users to view, not only the video, but also additional information on the Xerox website as well. Try to add a link back to the Xerox website. Work with Xerox Interactive Marketing to determine the best links or content to use.

- To increase visibility, place the video in a category where others will have similar videos, e.g. next to competitors. Do utilize "tags," add Xerox and "keyword-centric" tags that cover broad and specific descriptions on the video.

- If there is a current Xerox channel or profile, it is best to post your content under the existing area. This will maximize audience reach and scope.

- If creating a new user name, profile or channel, focus on the keywords you are targeting. Usernames are usually included in the URL and indexed in search engine results.

- Be mindful of appropriate video length. Effective videos can be as short as thirty seconds. The longer a video, the tougher it is to keep viewers engaged.