



Social Media Guidelines



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THE SOCIAL MEDIA GUIDELINES AS A COMPLEMENT TO THE CODE OF ETHICS OF THE PT GROUP

The PT group recognises the importance of its participation in Social Media, therefore it adopts its own policy of conduct in such media in order to ensure the protection of its companies and orient the activity of its employees in such channels.

In accordance with its transparency, authenticity and opening culture, the PT group makes available the Social Media Guidelines, reinforcing the incentive for contact amongst employees, suppliers and customers through these channels. This Guide is a complement to the Code of Ethics in force in the PT group, which stipulates generic principles of behaviour (common sense principles) and defines a number of fundamental ethical values that mark its identity and orient its entire activity permanently.

SCOPE OF APPLICATION

The guidelines set out in this Guide apply to the activity of all PT group employees on Social Media and Internet, irrespective of the company where they work, including all members of Corporate Bodies and remaining top managers, directors, executives and employees in general. This Guide also applies to all those with whom we wish to maintain a frank, loyal and healthy relationship.

GENERAL FEATURES OF SOCIAL MEDIA

1. What are Social Media?

Social Media are platforms, websites and online applications that enable any user to edit and share information in different formats (text, image, video and links).

Social Media are one of the fastest growing online interaction media, with an ever increasing number of users that seek information, share experiences and in some cases make buying decisions. On Social Media, most contents are originated and distributed individually with reduced editorial control.

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2. What constitute Social Media?

Social Networks: Facebook, LinkedIn, Hi5, Foursquare, MySpace

Blogs and Micro-blogging: Twitter, Blogs, Google Buzz

Media Sharing and Podcasting: Youtube, Flickr, Sapo Videos, Sapo Fotos, iTunes

Wikis and Forums: Wikipedia, Wiki-care, Forums

Social News and Bookmarking: Digg, Del.icio.us, StumbleUpon

Sharing Tools: Social Bookmarks, RSS feeds, Widgets

3. Main activities on Social Media

■ **To listen:** to be up-to-date, both socially and in terms of news; to know what is said or thought about certain issues.

■ **To talk and be talked about:** to create and share contents and promote its propagation.

■ **To create and “connect” communities:** to promote the development of relations with and among a group of friends/followers.

■ **To collaborate:** to help other people, participating in problem solving.

■ **To “energise”:** to participate in the propagation of positive messages of entertaining or social nature.

The PT group believes that its employees may and should use Social Media to underline the advantages of PT’s products and services, promoting a sales increase, as long as it is done in a responsible and sensible way.

Note

The PT group has the right of modifying and updating the content of this document.

The Social Media Guidelines may be consulted regularly on the Intranet by PT employees. In case of doubts or suggestions concerning information conveyed here, send an email to redessociais@telecom.pt. 

Frankness, Collaboration, Respect, Integrity and Responsibility

INTRODUCTION

Every day, the name of PT group companies, their brands, products and services are mentioned, portrayed and commented on Social Media. Social Media are public communication spaces where what is said and communicated by each one of us goes beyond our private sphere and may have repercussions at national and international level. The PT group recognises the vital importance of an active participation in such media; therefore it is committed to ensuring a correct participation.

This Guide complements the **Code of Ethics** of the PT group and aims to orient the activity of such employees who participate in Social Media either at personal level or on behalf of PT, establishing a common understanding of which principles and rules of behavior should be respected in the development of such activity. This Guide is not exhaustive in terms of rules to be observed, just establishing a general framework within which each one should guide, with good sense, its specific activity.

Even outside working hours, as PT group employees, we hold certain responsibilities in terms of confidentiality, solidarity and respect towards the PT group and its employees. A few of us, because of our training and position that we occupy in the company even hold some power in terms of influence and information as well as civic duties towards society, where we belong. For such reasons, the PT group induces all its employees to explore and get involved in the world of Social Media as long as they act with discernment and prudence. In the exercise of such activity, the employee should adopt a serious attitude, based on good sense, with respect for the values of the PT group and the values expressed in the **Code of Ethics**.

This Guide applies directly to all PT group employees and all those with whom we wish to maintain a frank, loyal and healthy relationship.

FUNDAMENTAL VALUES

The PT group, in all activities developed on Social Media, always acts in

accordance with its fundamental values and expects its representatives to act accordingly. Any infraction to the principles established in the **Code of Ethics** and Portuguese Labor law, may be subject to disciplinary procedure.

The values that orient the principles and rules of these Social Media Guidelines are namely:

1. The protection of interests, rights and privacy of shareholders, employees, customers and suppliers of the PT group;
2. The respect for the principle of confidentiality and professional secrecy;
3. The individual observance of high patterns of integrity, loyalty, transparency and honesty;
4. The respect for authorial rights, brands and advertising and other rights protecting contents generated by Internet users;
5. The recognition of the principle of diversity, which opposes individual discrimination base on origin, ethnics, sex, political beliefs and religious confession.

POLICY – ACTIVITY OF PT GROUP COMPANIES AND EMPLOYEES ON SOCIAL MEDIA

The PT group respects the right of its companies and employees to the use of Social Media either as a means of self-expression, or as a means of promotion of the company business. Therefore, it is important for all employees to become aware of the implications that may arise by posting contents concerning the company they work for, its products, brands or services and they should take into consideration that everything that they post may be understood as a content endorsed by the PT group.

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SECTION I**GENERAL RECOMMENDATIONS**

1. Use appropriate language;
2. Do not write or send messages that may be deemed offensive, injurious, false or that cannot be proven;
3. Do not forget that to send, store, promote or post offensive, illegal or defamatory issue is forbidden and punished by Law;
4. The work tools supplied by the company should never be used to propagate:
 - Messages and/or material related to sex and/or pornography,
 - Messages that induce hatred, or physical or psychological violence,
 - Racist messages or promoting discrimination against any specific group,
 - Malicious, subversive messages or consciously aiming to denigrate something or someone in particular.

SECTION II**RECOMMENDATIONS FOR THOSE PARTICIPATING AT PERSONAL LEVEL ON SOCIAL MEDIA**


There is a big difference between talking on behalf of the company and talking about the company. All activity exercised by the employee outside working hours is of his/her entire responsibility as editor of web contents, although we encourage him to participate in Social Media in a wise, responsible and appropriate way. The PT group recommends thus to its employees to participate in Social Media, but to take the following principles into consideration:

1. Act in accordance with the Code of Ethics. In any public activity developed, every PT group employee is subject to the **Code of Ethics**. Firstly, the employee should act in compliance with the principle of protection of personal and confidential information.

2. Be responsible for the contents that you post. The PT employee should


take into consideration that everything that he posts may be used by others to stain and denigrate the image of the group that he belongs to. The employee participating actively in a blog or having a public profile on Social Media identifying him clearly with the PT group should mention that anything that he posts conveys only his own ideas and opinions and not those of the PT group. We recommend the inclusion in his page of a warning declaring as follows: "The contents published in this page are of my entire responsibility and do not represent necessarily the position, strategies and opinions of the PT group". In the cases in which the employee is someone knowingly connected to PT (namely for the position occupied in the company), he must be take additional care concerning the contents that he posts as his opinions may be taken as official positions of the PT group.

3. Respect Authorial Rights. Do not pretend to be the author of something that has not been written by you. If you quote third parties, always mention the source and the name of the author of such content. Never forget to respect authorial, brand and advertising rights.

4. Pay attention to praises and critics. Even not being the official spokesman of the PT group, any employee has the responsibility of monitoring and reporting positive and negative comments made online about the PT group, its companies, brands, products or services. These contents should be sent to redessociais@telecom.pt. 

5. Only specialists in the matter may react to negative contents.


Unless he is a spokesman, an employee should never react to negative or depreciating contents about the PT group, its companies, brands, products or services. When we act at personal level we may be tempted to respond to provocations, falsehoods and injustices in an immediate way, with too much frankness, without any preparation, discernment and reasonability.

It is worth remembering that the Internet is a public space, so avoid answering questions related to the PT Group guided by such personal feelings. When any such question implicates the company that he works for, the employee should forward such negative comments to redessociais@telecom.pt where someone will be skilled enough to reply. 

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6. In case of doubt, check with the respective Department. If you feel the need to communicate campaigns, products, services or novelties of the PT group on Social Media, through the creation of identities or groups that in any way represent the company, or may interpreted in such way, check with your Department or send an email to redessociais@telecom.pt. 

7. Be prudent. The PT group respects the right of expression freedom, but alerts to the responsibility that the use of such right implies. The employee, by exercising such right, should be conscious that his customers, potential customers, colleagues and supervisors may easily access the published contents. The employee should take this into consideration before publishing any information that he would like to be seen only by his friends and relatives. On the other hand, the employee should never post any non-public information on the PT group (especially confidential information) and take into consideration that by publicly assuming a position and/or attitude that may be understood as going against the interests of the PT group is placing himself in a potential conflict zone with the company that he works for.

8. Be responsible. The use of Social Media by the employee during working hours cannot interfere with his professional duties so that he should only dedicate an appropriate amount of time to this activity.

SECTION III

RECOMMENDATIONS FOR PT GROUP SPOKESMEN ON SOCIAL MEDIA

The activity exercised by the spokesmen of the PT group on Social Media must comply with the following principles:


1. Abide by the Code of Ethics and other internal rules. As representative of the PT group, the spokesman should act in all circumstances with respect for the principle of protection of personal and confidential information.

2. Use the appropriate tone. You should remember that you are representing the PT Group or its brand and talking to current or potential customers.

3. Be aware that you are representing the PT group. The contents posted by

the mandated spokesmen “should contribute to an image of cohesion of the PT group and to the creation of value and dignification of the PT group”. The spokesman should also orient all its activity on Social Media with respect for the “cultural and ethnical parameters of the community and the dignity of the human being”. It should be taken into consideration that the way how the spokesman behaves on the Internet is directly reflected on the PT group. Only contents directly originated by the PT group and duly authorised for publishing on the Internet may be provided.

4. Make known your affiliation with the PT group. Spokesmen, whenever they are communicating on behalf of the PT group, should disclose their name and relationship with their employer. As an example, whenever participating in an online discussion, the spokesman should present himself in the beginning in the following way: “Good afternoon! My name is António Pereira and I work for PT”. The use of nicknames or pseudonyms is not acceptable. Whenever spokesmen are communicating at personal level, they should comply with the “Recommendations for those communicating at personal level on Social Media”, but he should specifically mention that everything that he posts only reflects his own ideas and opinions, not those of the PT group. We recommend you to include in such pages the following disclaimer: “The contents published on this page are of my entire responsibility and do not necessarily reflect the position, strategies and opinions of the PT group”.

5. In case of doubt, do not post. Do not exaggerate in the number of messages. The spokesman should make sure that the contents that he posts are accurate and clear, and do not contain confidential information. Act in a serious and sensible way and, in case of doubt, do not publish. Whenever you do not know how to reply to a certain comment or critic, send the link of such content to redessociais@telecom.pt. 

6. Post only updated and truthful information. If you wish to use information related to the business of the PT group, the spokesman should previously confirm with a specialist in such matters whether such information is up-to-date and truthful. The spokesman should not post confidential or non-public information about the PT group.

7. Correct your own mistakes. Whenever you post incorrect information, it is your responsibility to correct it as quickly as possible. If you are writing in a blog and opt for correcting the original text, you should always mention that you have done so.

8. Add value. All contents posted by a spokesman as representative of the PT group should be relevant and pertinent, and never of ordinary nature, or so vague to the point of not adding value to the information published in other sources. Encourage the interaction, maintain the conversation with your followers and always respond to direct questions asked to you, although complying with the principles established in this Guide.

9. Respect authorial rights. Do not pretend to be the author of something that was not written by yourself. In case you quote a third party, always mention the source and the name of the author of such content. Never forget to respect authorial, brands and advertising rights.

10. Be responsible. The activity exercised by the spokesman as representative of the PT group on Social Media should not interfere with more urgent matters. The spokesman should exercise this activity with discernment and good sense, avoiding being the reason for a means of entertainment and leading to the lack of fulfillment on due time of assumed functions as PT group employee.

11. Posts on these networks should not be used to divulge or communicate internal policies to employees, except if they take place in the internal portal of the PT group.

Employees are encouraged to report to PT any practice that is misaligned with the guidelines contained in this Guide. At the time of the participation, the employee should send an email to: redessociais@telecom.pt, and should indicate his/her name, professional contacts and category, as well as the facts to be analysed.

