



# Ford Motor Company's Digital Participation Guidelines

We have advised our personnel to observe these guidelines when participating in an online conversation regarding Ford or the automotive industry. These are a summary of our ethical policies. Ford personnel should refer to the more detailed information available within the Company.

facebook

twitter

YouTube

flickr

foursquare

## Be honest about who you are

If the conversation relates to our business or our industry, you should identify yourself as working for Ford Motor Company in the content of your post/comment/other content. Not only is this the ethical thing to do, but in some countries, like the U.S., there may be personal liability under Federal Trade Commission regulations if you don't. Best practice is always to be honest about who you are without giving out detailed personal information.

## Make it clear that the views expressed are yours

Include the following notice somewhere in every social media profile you maintain: "I work at Ford, but this is my own opinion and is not the opinion of Ford Motor Company."

## You speak for yourself, but your actions reflect those of Ford Motor Company

Unless you have been authorized by Communications, you cannot speak on behalf of Ford Motor Company. Do not portray yourself as a spokesperson, even an "unofficial" spokesperson, on issues relating to Ford Motor Company. Realize that people may likely form an opinion about the Company based on the behavior of its personnel.

## Use your common sense

It's good business practice for companies (and individuals) to keep certain topics confidential. Respect confidentiality. Refrain from speculation on the future of the Company and its products. Keep topics focused to matters of public record when speaking about the Company or the automotive industry. Do not disclose non-public Company information or the personal information of others.

## Guidelines

In brief, our guidelines for engaging on the social Web consist of the following core principles:

1. **Honesty about who you are**
2. **Clarity that your opinions are your own**
3. **Respect and humility in all communication**
4. **Good judgment in sharing only public information - including financial data**
5. **Awareness that what you say is permanent**

## Mind your manners

Treat past and present co-workers, other personnel, suppliers, consumers, partners, competitors, Ford Motor Company, and yourself with respect. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge differences of opinion. Respectfully withdraw from discussions that go off topic or become profane.

## The Internet is a public space

Consider everything you post to the Internet the same as anything you would post to a physical bulletin board or submit to a newspaper. Many eyes may fall upon your words, including those of reporters, consumers, your manager and the competition. Assume that all of these people will be reading every post, no matter how obscure or secure the site to which you are posting may seem.

## The Internet remembers

Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

## An official response may be needed

If you spot a potential issue and believe an official Company response is needed, bring it to the attention of a member of the Communications team or the Legal office before it reaches a crisis situation. Potential issues can often be resolved more effectively and efficiently if they are identified quickly.

## Respect the privacy of offline conversations

Protect your co-workers and our partners by refraining from sharing their personal information or any conversations or statements unless you have their written permission to do so. Bringing someone else into an online conversation without their permission can be destructive to a relationship, cause misunderstandings or violate laws, commercial contracts and/or confidentiality agreements.

## Same rules and laws apply: New medium, no surprise

Due to the nature of the digital medium, extra diligence is required in respecting intellectual property (such as copyright and trademark), financial disclosure laws, false advertising and the like. Also, refer people with vehicle or repair concerns to the dealer or customer relations (Contact Ford at <http://www.ford.com/owner-services/customer-support/contact-ford>). If anyone has a new idea for the Company, refer them to "Your Ideas" on [The Ford Story](#).

## When in doubt, ask

If you have any questions about what is appropriate, play it smart and check with a member of the Communications team or the Legal office before posting.