

# SOCIAL MEDIA POLICY

This Social Media Policy **applies to all TEGNA employees** as outlined below and complements the **TEGNA Ethics Policy**; for news and editorial employees, it also complements the **Principles of Ethical Conduct for TEGNA Journalists**. Violation of TEGNA's Social Media Policy is a serious matter and may result in disciplinary action up to and including dismissal.

## ALL EMPLOYEES

- Refrain from **writing or posting** (including reposting, sharing or retweeting) **anything that could compromise TEGNA's reputation** as a trusted and impartial source of news and information.
- **Never represent yourself as a spokesperson** for TEGNA or your station unless you are authorized to do so.
- **Periodically review the TEGNA Ethics Policy**, including the portions relating to the use and disclosure of confidential company information. **Maintain the confidentiality of TEGNA's trade secrets** and other nonpublic information.
- Do not post comments that include **discriminatory remarks, harassment, threats of violence or similar content**.
- Abide by the **Terms of Use of the social networking platforms** you use.

## COMMUNITY-FACING EMPLOYEES

### (IN ADDITION TO THE GUIDELINES ABOVE)

- Certain employees who regularly represent the station to audiences, advertisers or the public - including general managers and sales and marketing employees - **may be perceived as representing TEGNA on social media**. In addition to observing the guidelines above, these employees should be careful when **making statements that might be viewed as controversial or political**. They should also exercise discretion when friending or liking other individuals or groups to **avoid any actual or perceived conflicts**. If you are unsure about your role, contact your manager.

# NEWS AND EDITORIAL EMPLOYEES

## (IN ADDITION TO THE GUIDELINES ABOVE)

- In addition to observing the guidelines above, news and editorial employees must follow the **TEGNA Ethics Policy and the Principles of Ethical Conduct for TEGNA Journalists**.
- **Do not post political commentary on social media platforms** without prior management approval. When an employee has manager approval to post commentary, the post should be **clearly labeled as opinion or commentary**. When discussing political or social issues, be **thoughtful, respectful and deliberate**. Consider whether the subject matter merits your attention. Before posting, ask whether your post is **true, fair, necessary and informative**. Does it encourage understanding of diverse viewpoints? Does it contribute to or detract from a **better understanding of the issue**? Does it promote a **constructive dialogue**?
- **Consider the source**. Before sharing content from another news outlet, make sure the information is from a **trusted source**.
- **Think before you repost, share, like or retweet** etc. Endorsing others' content with a like or a share could affect you, your co-workers and your station's reputation. Remember when you retweet, like or share without comment, **it can appear that you are endorsing the original content** or confirming its accuracy.
- We recognize the important role journalists play in "speaking truth to power," and the many important social justice issues facing our communities. When we comment on these issues, we must follow the TEGNA values of **truth, fairness, respect and inclusion**. When posting on social media, we should not engage in **personal attacks or use abusive language**. We are responsible for using social media in a way that does not reasonably call into question our **trustworthiness or credibility**.
- The expression of opinions in a social media environment is subject to the same limitations that apply to other platforms. If you are ever unsure about expressing an opinion about a community issue or news event, **consult your manager**.
- **Verify and vet information** obtained from social networks before sharing it. Do not assume that a photo or video has been vetted properly just because it has been widely circulated.
- As a journalist, **assume any text, email or anything posted on social media can become public**. Any opinions or personal information posted can be **associated with your station**, even when pages are "private" and restricted to "friends." Posting on a social network is not like talking to friends in person. Posts can be copied and reposted elsewhere for wider viewing.
- **Respect copyright** and the specific rules of each social platform regarding sharing or using content. Understand the consequences of using material created by others (including videos, music, photographs and text).