



Social Media Guidelines

Carlisle Events staff are expected to follow these guidelines when participating online about anything related to Carlisle Events.



BE HONEST ABOUT WHO YOU ARE

If the conversation relates to our business or our industry, you should identify yourself as working for Carlisle Events 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 Carlisle Events, but this is my own opinion."

YOU SPEAK FOR YOURSELF, BUT YOUR ACTIONS REFLECT ON CARLISLE EVENTS

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

USE 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 Carlisle Events and its

events. Keep topics focused to matters of public record when speaking about Carlisle Events or any specific event. Do not disclose non-public information or the personal information of others.

MIND YOUR MANNERS

Treat past and present co-workers, other personnel, suppliers, consumers, partners, competitors, Carlisle Events, 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

Many people will see your posts, including 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 response is needed, bring it to the attention of a manager before it escalates. 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.

WHEN IN DOUBT, ASK

If you have any questions about what is appropriate, play it smart and check with a manager before posting.

CORE PRINCIPLES

1. Be honest about who you are
2. Make it clear that your opinions are your own
3. Be respectful and humble in all communication
4. Use good judgment in sharing only public information - including financial data
5. Be aware that what you post online is permanent