



MAN Social Media Guideline

Finding your way through Web 2.0



What are social media?

Social media are Internet communication channels that allow all users to participate actively.

Such channels include online networks such as Xing, LinkedIn or Facebook, media platforms such as YouTube or flickr, online publications such as Twitter, or blogs. They allow users to publish and exchange content, and to comment on it. For example, Wikipedia is now established as a key work of reference. Social media are thus generating even greater interaction on the entire Internet.



What does this mean for MAN?

For MAN, social media present both challenges and opportunities. Staff must be aware of their responsibility as potential representatives of MAN on the Internet. At the same time, they can benefit from social media and thus add value to the quality of products and services. MAN aims to heighten awareness among its employees and ensure they can use the Internet competently and in the company's interests.

For MAN, the new platforms offer huge potential for interactive communication with its different target groups.

Using social media during working hours is permitted, provided this is in connection with work-related tasks. Personal use of MAN's Internet access remains prohibited. In each specific case, the decision lies with the individual member of staff's superior. Existing guidelines (e.g. on the obligation to maintain secrecy) remain valid.

This guideline aims to inform MAN employees of what they should be careful about when using social media platforms and differentiates their activities from official company dealings on the Internet.

What is the right attitude?

Friendly and with respect

Good conduct on the Internet is no different to appropriate behaviour elsewhere. The same definitions of responsibility and confidentiality apply as to other dealings with colleagues, customers, business partners or the public. MAN's Code of Conduct contains all the necessary basic principles relating to conduct.

This also includes responsible use of access data and personal information. You must consider what personal information about yourself you put on the Internet and find out who has access to this. Respect the privacy of your colleagues: you may only publish personal information about others or photos showing other people if you have obtained their express consent. Take care not to infringe other people's copyrights (not personally produced photos or music).

Naturally, there are also different cultures and different viewpoints on the Internet, all of which merit respect. You must also show respect in dealings with competitors.

Open and transparent

Be honest. Whether on a professional or private basis – if you express yourself on matters that have anything to do with MAN, it's only fair to disclose that you work for MAN. And if you aren't an official spokesperson for MAN, you must make this clear, too. Example: "I work for MAN. But these statements are my own personal opinion and do not represent MAN's positioning, strategies or opinions."

Considerate and responsible

Every MAN employee is personally responsible for his public expressions of opinion. Be aware that on the Internet, every publication can be read at some time or another by superiors, colleagues or former employees, by existing or potential customers, by partners or journalists.

Internal company matters must not appear on the worldwide web. By contrast, it goes without saying that content that has already been published through official channels (e.g. on MAN websites or in press releases) can be used. With photos, however, it's important to heed copyrights. For other types of company information, it's advisable to check with your superior. Remember that anything that's published on the Internet is visible for lots of people, for a very long time.

Even if colleagues or customers are causing you stress and worry, the Internet isn't the right place to vent your feelings. There's bound to be an internal solution to frustration. At the same time, public criticism of MAN requires a restrained response. Anyone who allows himself to be provoked by overly aggressive comments isn't doing the company any favours.

Only express yourself on MAN-related matters if you have an understanding of the issue at hand. If you have made a mistake, admit it. Admitting to an error is more effective in the public eye than attempting to justify yourself or rescind your comments.

In case of doubt or if there is a major focus on MAN, please contact your respective Communications department.

If you have any questions on the MAN Social Media Guideline, please contact:

MAN Social Media Group

Sacha Klingner (MAN SE, Head of Internal Communications)
sacha.klingner@man.eu

Manfred Schurer (MAN Nutzfahrzeuge, Head of E-Communications)
manfred.schurer@man.eu

Inés Gutiérrez (MAN SE, Corporate Publishing)
ines.gutierrez@man.eu

MAN SE

Ungererstr. 69
80805 Munich
Germany
www.man.eu