



Guidelines for Employees on Participating in Social Media Sites

1. **The Code of Ethics Applies Online.** All principles, guidelines, and expected behaviors outlined in WEG's Code of Ethics apply to your participation in social media, just as they do in other everyday situations.
2. **Be Honest.** Never misrepresent yourself or WEG in a false or misleading way. All statements must be truthful and not deceptive; all claims must be substantiated, and opinions must be clearly identified.
3. **Follow the Law.** Respect copyrights, privacy, and all applicable laws. You are legally responsible for your posts and may face legal consequences if your messages are defamatory, offensive, or violate any laws. You may also be held accountable for sharing confidential information or infringing on copyrights (music, videos, texts, etc.).
4. **Be Transparent.** Identify yourself as a WEG employee and clearly state your role within the organization. Include a disclaimer that your views are your own and do not necessarily reflect WEG's stance. Your honesty will be recognized in the digital space, which is especially important when discussing professional or technical topics. If you have a vested interest in the topic, disclose it upfront.
5. **Be Smart.** Protect yourself, your privacy, confidential information, and WEG's legitimate interests. What you post is widely accessible and will remain so for a long time. Carefully consider your content before posting, as the internet has a long memory.
6. **Be Courteous and Respectful.** When posting original content or commenting on third-party content, be respectful and stay relevant to the topic. Disagreements can be expressed politely. This is particularly important in professional discussions, as your conduct reflects on both your reputation and WEG as your employer.
7. **Use Common Sense.** Some topics require confidentiality for the parties involved. Ensure that your transparency efforts do not violate WEG's Code of Ethics regarding confidential information.
8. **Discussing Competitors Can Be Sensitive.** Ensure you have the necessary permissions, maintain a respectful and professional approach, and stick strictly to the truth.
9. **Do Not Discuss Certain Topics.** Avoid commenting on financial results, legal matters, ongoing litigation involving WEG, or any confidential information obtained through your role at WEG.
10. **Do Not Use WEG Logos or Trademarks.** Under no circumstances should you use WEG's logos or trademarks.
11. **Use Common Sense as Your Best Guide.** If you plan to post information related to WEG and feel uncertain, contact the Institutional Communication team at extension 4295 for guidance. Be aware that violating these guidelines may result in disciplinary actions.