

Social Media Colleague Guidelines



Every day people talk online about Tesco

As colleagues we are already part of this conversation and ambassadors for our company, whatever part of the business we work in.

More and more of us are using social sites like Facebook, Twitter, Yammer, Flickr, YouTube, OurTesco or hub to keep in touch with friends or colleagues.

Taking part in social networks and online communities offers great benefits to us as individuals and as a business when we use them either internally or externally. **The best advice is to approach the online world in the same way we do the physical one – by using sound judgement and common sense.**

Be true

Live the Values

Communicating online starts with living our Values. Treat people with respect and avoid speaking negatively about other people, companies or organisations.

Be authentic

Identify yourself as a Tesco colleague and please state that 'All views are my own' in your profile. Don't use an alias or mislead people about your connection to the company.

Be aware

Remember that everything on the Internet is public

Customers and colleagues may have access to the content or images you post online and information originally intended for friends and family can be passed on and traced back. Always assume that all your social media communication is visible to everyone, anywhere.

Be mindful that media and competitors are watching

The media and our competitors constantly search the internet for information about us. Help us to protect our creativity and integrity by thinking carefully about the content you share online. If you see something that needs attention or requires a response, please share it with the Press Office on **01992 644645** (out of hours: **07801 235857**) or email **press.office@uk.tesco.com**.

Think

Be responsible

You are responsible for what you write and you should stick to what you know. Comments, posts and images are public and permanent, even with privacy settings in place. Try to ensure your posts are accurate, not misleading or damaging and be careful not to reveal confidential company information. If you're not sure, don't post it. As in the 'real' world any inappropriate comments made in the virtual world will be reviewed by your line manager.

Always protect company information

Be careful not to reveal sensitive or confidential information about our systems, plans, colleagues or customers. If you see information posted in a public forum, please notify Group Information Security at information.security@uk.tesco.com. Think before you post!

Taking part
in social
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& online
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Acknowledge

Respect copyright and give credit where it is due.

Don't post text, images or videos that were created by someone else without crediting them. Where possible include a link to the source. If you have any questions or are unsure about what's right, please share it with the Press Office on **01992 644645** (out of hours: **07801 235857**).



How can you help?

There is a big difference between speaking 'on behalf of' Tesco and speaking 'about' Tesco. We have a number of official social media spokespeople across the business who are trained to speak on behalf of Tesco, manage our reputation and our official sites.

If you already have, or plan to create a social media account to talk on behalf of our business (e.g. a store Twitter, Facebook, YouTube, Google+ or LinkedIn account for your area of Tesco), please register for support and advice by filling in the short form at:

www.ourtesco.com/socialmedia

Our Code of Business Conduct (available at: www.ourtesco.com/code) helps us to put our Values into practice at work and this applies to using social media too.

If you spot anything that has been posted about our business online that concerns you or for advice please contact: digital.media@uk.tesco.com