



Deloitte Policy Manual – Canada

Policy 444 – Social Media

Introduction

As a professional services firm, Deloitte is held to a higher standard when communicating through online mediums. Online communications can be made public, the identity of contributors can be revealed, and the information can be available indefinitely. The social media policy codifies the firm's guidance for engaging in online conversations. This policy applies to all firm members (partners, employees and where applicable, temporary, contracted, seconded staff, co-op students and the like).

This policy applies to all forms of social media including, but not limited to: blogs, Facebook, MySpace, YouTube, Wikipedia or other wikis, Twitter, Yammer and LinkedIn. It also applies to any comments Deloitte firm members may leave on other blogs, Facebook, edits to wikis, responses to tweets, postings on message boards or forums, opinions on online polls or any product/services firm members might author.

Additional information regarding Social Media can be found at <http://gateway/sites/Home/knowledgemanagement/socialmedia/default.aspx>

Policy & Guidance

1. **All firm members should be accountable for appropriate use of information – as it pertains to their work, the firm, their colleagues or their personal life experiences. The Code of Conduct should always be followed.**
 - Any form of behavior not allowed in the workplace is equally not acceptable via social media channels.
2. **Firm members should be respectful, courteous and professional in both professional and personal communications.** Whether officially authorized to speak on behalf of the Firm or not, firm members may be perceived as representing the Deloitte Brand.
 - Firm members are expected to add value to online conversations by advancing the dialogue in a constructive, meaningful way. Proper consideration ought to be given to discussing controversial issues that might provoke a charged or emotional response.
 - Firm members are expected to avoid comments that may negatively reflect upon the Deloitte brand, the Canadian and other member firms, the firm's intellectual property, its' clients and/or people.
 - Firm members comments ought not to be seen as endorsing client or client competitor products and services
3. **Social media should not be used for illegal activities or covert advocacy.** Firm members are legally responsible for their communications using social media channels.
4. **No confidential or proprietary information of the firm, its clients or third parties with whom the firm conducts business, should be disclosed.**
 - **Social media channels should not be used as a place to conduct confidential business (including sharing of documents) with co-workers or clients with the exception of the firm's sanctioned client collaboration tool, Deloitte Online.**
5. **Firm members should not share anything via social media channels that could violate another firm member's right to privacy.** Examples of disclosures that may compromise a firm member's right to privacy include, but are not limited to, pictures, video or audio recorded and shared through social media channels without the permission of any firm member featured, the public disclosure of private facts or the disclosure of information gained through unreasonable intrusion.

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- Firm members are encouraged to use privacy settings and controls on personal sites.
6. **Unless copyright clearance has been provided, third party content should not be posted to social media channels.** This includes articles and material from seminars and e-Learning.
- **Publically available client videos/data should not be posted without the prior permission of the LCSP.**
7. **Only authorized firm members should speak on behalf of Deloitte in any media, including matters that may reflect on Deloitte, its business, the nature of services it provides, or its clients.**

Refer to the [Policy 506 - External Communications](#) to determine who is an authorized speaker

- **If and when Deloitte firm members use social media to communicate on behalf of Deloitte they should clearly identify themselves as Deloitte firm members.**
8. Deloitte respects the firm members legal right to express their opinions, whether those opinions are complimentary or critical. The firm recognizes and appreciates the rights of firm members to free speech. **Firm members choosing to share an opinion should precede their social media disclosure with a disclaimer acknowledging that their personal opinion does not necessarily reflect the opinion of Deloitte.**
- The disclaimer does not exempt firm members from their responsibilities as outlined in par 1 and 2. By virtue of a firm member's position, personal comments may be perceived as expressing or influencing the firm's position on a subject.
9. **Firm members are expected to govern themselves and their colleagues when using social media for work and personal use, at all times.**
- When misrepresentations or inappropriate content are noted, firm members are encouraged to ask the author to remove the posting or counter the comment in the same medium, provided the terms of this policy are followed.
 - Alternatively, firm members may inform their partners, business leaders, talent advisor or contact Ethics Helpline.
10. **Deloitte reserves the right to access, monitor, and disclose firm member's use of Social Media.** In appropriate circumstances, the firm may request revisions to, or the removal of, certain social media communications
11. The firm's Code of Conduct and additional firm policies apply to communications using social media:
- Policy 336 – Privacy
 - Policy PM 40 – Security
 - Policy 1630 – Client Confidential Information
 - Policy 333 – Deloitte Canada Policies