

Social Media Guidelines

10 tips for dealing with social media

It is no longer possible to imagine our society without the Internet. At present, the use of social media sites is gaining in significance. The term “social media” refers to platforms and networks, which provide users with the opportunity to exchange photos, videos, opinions or even reviews and reports of their experiences. Among others, these include blogs, Wikipedia, YouTube, Facebook and Twitter.

The growing popularity of social media is highly significant for companies as well. Users talk about companies online, discuss new technologies and recommend or do not recommend products. Anyone who ignores these discussion platforms is also ignoring an extremely effective communications channel. Social media involvement can provide support in the early identification of new trends, responding to criticism or advancing one's own topics. And who can represent the company and its diversity to the public better than its employees? With your expert knowledge, you can enrich discussions on the Internet or find useful suggestions for your work. It is therefore in Daimler's interest to encourage involvement in the area of social media. However, it is always worth noting that there are still many areas of uncertainty regarding the use of these forms of communication. The following notes have been compiled to inform you of the opportunities and risks of professional use. Unless they relate to legally required matters, these notes are not to be viewed as orders, but rather as recommendations intended to help you in your use of social media.

Ten tips for dealing with social media

1. **It's always about conversation.** If you use social media as a one-way communication tool, you will soon find yourself talking to a brick wall. Only those who actively seek conversation, participate in discussions and reply to questions are taken seriously on the web.
2. **Pay attention to quality.** It is easy to get a lot of attention quickly on the Internet. However, sustained, intensive dialog is valuable only if initiated or enriched by high-quality content.
3. **Be honest.** The truth will come out, especially on the Internet. Information can be verified immediately on the web. False statements or even omissions are exposed immediately. Disclose your sources. This shows respect for the author and increases your credibility.
4. **Remain polite.** A dialog is only worthwhile if all participants treat each other with respect. Avoid provoking and insulting people and break off conversations if your partner becomes offensive.
5. **Correct your own mistakes.** Many web users are quick to anger, but also quick to forgive. Admit to your own mistakes and correct them. It is recommended that these changes be made quickly and clearly in order to avoid misunderstandings or irritation. If you point out errors in articles or comments concerning your field of work, do so factually and politely.
6. **Be professional, even as a private individual.** Even if you use social media "only" in a private capacity, you may encounter business contacts or encounter questions about your job. In such cases it is in your best interest not to allow embarrassment through private details. Once something is published, it can rarely be removed completely from the Internet. By simply searching and linking events, it is possible to draw conclusions concerning personal relationships, professional responsibilities or opinions on certain topics.
7. **Separate opinions from fact.** To avoid misunderstandings, you should make a clear distinction between opinions and facts in your statements. You should also indicate whether you are presenting your own opinion or that of the company.

8. **Be yourself.** Trust and credibility are the pillars of social networks. Do not put on an act, but always show who you are and what you are. Open online communication requires you to be honest about your background. If you are active on behalf of Daimler on the Internet or represent Daimler's interests, own up to it! For instance, you can ensure transparency by means of a disclaimer attached to your comments. Example: *I am an employee of Daimler and the opinions presented here are my own.*
9. **Handle confidential information confidentially.** Take care when dealing with company information. You may not pass on confidential information received by you as part of your job. If you are unsure whether you are allowed to publish certain information, ask your supervisor, your Information Security Officer (ISO) or Corporate Communications. If in doubt, do not publish. Also observe data protection regulations. Do not publish information about third parties without having discussed it in advance with the persons concerned.
10. **Observe the law.** Do not publish slanderous, libellous or otherwise illegal content. Do not publish content on the Internet without copyright information, always comply with other copyrights and respect individuals' rights to their own image. Maintain confidentiality on company information that could affect the share price of Daimler securities. If you have access to information that is not publicly known, you must not recommend to anyone to buy or sell Daimler securities or otherwise prompt other persons to do so.

Your employment agreement, the Integrity Code and the Information Policy provide a binding framework for ensuring compliance with the applicable legal regulations in your own interests and the interests of Daimler AG. This applies in particular to the treatment of confidential company and personal information (see point 5) and to all forms of conduct that could expose you to a conflict of interests.

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