

Social Media Guidelines

Purpose Scope: All H.B. Fuller locations.

H.B. Fuller embraces this world of global, digital communication. The company encourages employees to use social media (such as blogs, podcasts, forums, and social networking sites, groups etc.) responsibly in promoting H.B. Fuller Company, and its brands and affiliates.

The same principles and guidelines that apply to H.B. Fuller employee activities in general apply to employees' activities online. This policy is meant to provide reasonable guidelines for online behavior by H.B. Fuller employees.*

Our Social Media Culture

H.B. Fuller believes social media is a valuable vehicle for employees to provide customer service, gain industry knowledge and develop a professional network that helps them do their jobs better. The company seeks to have an upbeat, attentive and caring social presence to promote H.B. Fuller and accomplish its objectives.

Authorized users (employees designated by the company) play an active role in creating our social presence by answering online questions with urgency, listening to customers and responding to feedback with transparency and sensitivity.

All employees are encouraged to join in creating appropriate two-way dialogue by representing themselves as an H.B. Fuller employee on social media. Please see your legal responsibilities below.

H.B Fuller also fully respects the rights of our employees. Generally, what you do on your own time is your affair. However, you should not participate in activities in or outside of work that may negatively affect your duties at H.B. Fuller, or the performance of others at H.B Fuller (or the appearance of either). Ensure that your profile and related content is consistent with how you wish to present yourself to colleagues and customer

Legal Responsibility

You are responsible for what you post. You are personally responsible for any of your online activity conducted with an H.B. Fuller email address or which can be traced back to H.B. Fuller's domain. Employees can be held personally liable (by H.B. Fuller, individuals or other companies) for any on-line activity or commentary that violates H.B. Fuller's Core Policies, its Code of Business Conduct, or applicable Human Resources policies. This Social Media Policy is not intended to restrict any activity that is protected under the National Labor Relations Act.

When discussing H.B. Fuller online, you must identify yourself, disclose your affiliation with the company and write in the first person. Only officially designated employees have the authorization to speak on behalf of H.B. Fuller.

The sharing of any confidential or proprietary information regarding H.B. Fuller in violation of your employee non-disclosure agreement, the H.B. Fuller Core Policy: Confidential Information; and the Code of Business Conduct is strictly prohibited. You may not post any confidential information related to H.B. Fuller's inventions, future business plans, strategy, financial performance, products, or customers. This may include information a third party has disclosed to H.B. Fuller.

Also, for H.B. Fuller's protection as well as your own, it is important that employees follow copyright, fair use, privacy, financial disclosure, insider trading and other applicable laws. You may not use the H.B Fuller logo and trademarks in a manner that violates H.B. Fuller's intellectual property rights.

Do not cite, identify, reference, photograph or take video of customers, partners, or suppliers, or products without their written approval.

If a member of the media contacts you about H.B. Fuller-related social media content, contact Kimberlee Sinclair, director, Global Communications (+1 651-236-5823). Please contact the Law Department if you are uncertain whether specific information has been publicly disclosed or is appropriate to include in social media.

Our Social Media Culture/ Best Practice Guidelines

We want employees to "Like," comment on and share our company social media content across social media channels.

Following best practice guidelines will help you develop constructive, respectful and productive social media content.

We encourage you to be respectful of your colleagues, and to be thoughtful and accurate in your content. Do not engage in any conduct that would violate H.B. Fuller's Core Policies or its Code of Business Conduct.

H.B. Fuller employees who identify themselves as H.B. Fuller employees in social media must receive approval from Global Communications before commenting on behalf of the company.

Be transparent. When discussing H.B. Fuller online, disclose your identity and affiliation with the company, your customers, and your professional and/or personal interest. Always use your name when posting social content in H.B. Fuller. Never create an alias, and never be anonymous.

Do not respond to rumors about H.B. Fuller. Here and in other areas of public discussion, make sure that what you are saying is factually correct.

Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.

Use your best judgment. If you're about to post something that makes you the slightest bit uncomfortable, discuss your proposed post with Global Communications and/or the Law Department.

H.B. Fuller reserves the right to request that you confine social media postings to topics unrelated to H.B. Fuller if it believes this is necessary or advisable to ensure compliance with regulations or laws.

If you have any questions regarding whether a particular piece of social media is permitted, contact Kimberlee Sinclair, director, Global Communications (+1 651-236-5823).

Related documents

H.B. Fuller Internet Policy (ref. H.B. Fuller Intranet home page)

H.B. Fuller Company Core Policies

H.B. Fuller Company Code of Business Conduct

Instructional use

Separate document

*Failure to comply with this and other company policies can result in corrective action up to and including termination.

Revised January 2017