

## 10 tips to all TALKE Group employees for using social media\*

1. **It is always about the conversation.** If you use social media as a one-way communication tool, you'll soon find yourself talking to a brick wall. You will only be taken seriously on the Web if you actively seek dialogue, participate in discussions and respond to questions.
2. **Pay attention to quality.** It's easy to get a lot of attention quickly online. Long-term, deep and meaningful conversations, however, can only be initiated or enriched with high-quality content.
3. **Be honest.** Lies quickly catch up with you, especially on the internet. Information can be verified immediately on the Web. False statements or even simple omissions are quickly uncovered. Disclose your sources. This shows respect for the original author and adds to your credibility.
4. **Remain polite.** A dialogue 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 mistakes.** Many users of the web are quick to anger, but also quick to forgive. Admit and correct your mistakes. It is advisable to make these changes promptly and transparently in order to avoid misunderstandings or confusion. Where necessary, point out any errors in content that relate to your area of work, politely and in a matter-of-fact way.
6. **Be professional in your private use of social media.** Even if you 'only' use social media for private use, there may be times when you encounter professional contacts, or are confronted with questions about your work. If this happens, it helps if you have nothing to be embarrassed about in your private life. Once something has been published online, it is extremely difficult to remove. By simply performing a search and cross-referencing the results, for example, conclusions can be drawn about your personal relationships, professional responsibilities and views on specific subjects.
7. **Separate opinion from fact.** To avoid misunderstandings, you should clarify which of your statements are opinions and which are facts. 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; always show who you are and what you are. Open communication on the Web also requires that you disclose your background. If you are active on the internet on behalf of TALKE or are representing its interests, say so! You can also ensure transparency by adding a disclaimer to your contribution. For example: *"I work for TALKE, but this is my own personal opinion."*
9. **Treat confidential information confidentially.** Be careful about how you handle company information. You are not allowed to disseminate confidential information that comes your way as part of your job. If you are unsure whether a certain piece of information may be published, check with your line manager, your information security officer (ISO) or Marketing & Communications. If in doubt, do not publish. Also adhere to data protection laws. Do not publish information about third parties without discussing it beforehand with the relevant individuals.
10. **Observe the law.** Do not publish slanderous, libellous or otherwise illegal content. Do not publish content on the internet without the relevant copyright information; comply with copyrights and respect the right of the individual regarding the use of their own image. Keep company and customer-related information confidential. Your contract of employment, the operating agreement for the use of information and telecommunications systems and any written instructions you receive provide a binding framework for ensuring compliance with the applicable legal regulations – in your own interests as well as in the interests of the TALKE Group. This applies in particular to the handling of confidential company and personal information and to all forms of conduct that could expose you to a conflict of interest.

\* Courtesy of Daimler AG