



## Ogilvy On... Social Media Ogilvy PR Global Social Media Guidelines

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An **Ogilvy Person** has a driving curiosity about the world – always poking and prodding until we get some new knowledge or insight to share. Our communications world is changing dramatically as a result of the rise of social media, which include blogs, Twitter, Facebook, YouTube, LinkedIn and others.

More than ever, this medium is impacting our clients' business and shaping how they're perceived. We encourage you to blog, get on Facebook or dip your toe into Twitter. Show the world how smart you are. Make connections with friends, journalists, and industry experts.

To help you get going safely, we have created the following guidelines to use when talking about Ogilvy PR, its products and services, its people, its competitors, and/or other business related individuals or organizations. These guidelines **do not apply** to employees' personal use of social media where there is no reference to Ogilvy PR related issues.

### Social Media Tools

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These guidelines cover all social media platforms – places online where people can have a dialogue or contribute content. These include:

- Social networking sites (Facebook, MySpace, Bebo, Friendster)
- Video and photo sharing websites (Flickr, YouTube)
- Micro-blogging sites (Twitter)
- Blogs (including corporate or personal blogs)
- Forums and discussion boards (e.g., Whirlpool, Yahoo! Groups or Google Groups)
- Online encyclopedias (e.g., Wikipedia)

### Ogilvy PR Social Media Guidelines

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1. **About You:** You should disclose on your "About" page or bio that you are an Ogilvy PR employee and be clear about which business unit you represent and what your responsibilities include.
2. **Be Responsive:** If someone responds to something you've said, be responsive and follow-up quickly (e.g., 24 hours). You should, therefore, monitor for mentions of yourself to avoid any issues.
3. **Be Yourself:** Never assume a "fake" identity in social media and always be transparent about who you are, and who you represent. This includes creating a fake Facebook profile to "infiltrate" groups, for example.
4. **Client & Ogilvy Confidentiality:** Disclose only publicly available information. Never talk about confidential client or Ogilvy information in social media. Examples include: financial information, future business performance or plans, or departure of staff.

5. **Client Transparency:** If you are talking about something Ogilvy, a client, or competitor is doing publicly (e.g., launching a Web site or running a contest), you must be transparent and disclose your relationship.
6. **Correct Mistakes Quickly:** If you say something in error, never take down the post – simply go back and update it with the correct information.
7. **You Are Always “On”** - You must assume that your tweets and Facebook updates are visible to clients, managers and prospects. Unless you go to extraordinary lengths to keep Facebook private or to tweet under a pseudonym (it’s own problem), you should expect other people that you work with or may want to work with are seeing your content – and they may not know you as well as your close friends do. Therefore you need to manage what you share and who you share it with accordingly. Do not presume that your Twitter feed or Facebook page is private
8. **Designated Expert.** If you are positioning yourself as an Ogilvy expert on a personal social media account (e.g., not the Ogilvy PR Blog), you must get prior approval from your manager.
9. **Digital Influence Training.** You should seek out opportunities to receive Digital Influence training. See Brian Giesen for more information.
10. **Harassment & Obscenity.** You can have an edge without being obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or organization – including Ogilvy, its vendors, partners, competitors and/or other related people or organizations.
11. **Kickbacks & Gifts.** Never talk about a product or organization in exchange for cash. If you’ve received a product or service to review, you must disclose it in your post or review.
12. **Plagiarism:** It’s OK to quote or re-Tweet others, but never attempt to pass off someone else’s language, photography, or other information as your own. Respect copyright, privacy, and other laws.
13. **Promote Yourself & Connect:** We encourage you to connect with other Ogilvy PR employees who are on Twitter, Facebook, Blogs, and other forms of social media.
14. **Refer Media Contacts:** As an expert, you may hear directly from media looking for a quote on the topic you typically focus on. Refer all of these media inquiries directly to your media coordinator. In the US, for example, it is [Rachel.Foltz@ogilvypr.com](mailto:Rachel.Foltz@ogilvypr.com).
15. **Respect:** Always demonstrate respect for others’ points of view, even when they’re not offering the same in return.
16. **Take the High Road.** Never pick fights. If someone leaves a hostile comment or replies with a snarky Tweet, take the higher road. Defend your point of view, but be polite.

## Version

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As these technologies are constantly evolve, we will update this policy on a regular basis.

Version	Date	Creator	Change
1.0	23 May 2009	Brian Giesen	First Issue