



## **CARLISLE COMPANIES INCORPORATED SOCIAL MEDIA POLICY**

### **POLICY**

This policy provides for the employees of Carlisle Companies Incorporated and all of its wholly owned subsidiaries and their related or affiliated companies (herein referred to collectively as “Employees” and/or “Carlisle”) as it relates to their use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

### **PROCEDURES**

The following principles apply to the professional use of social media on behalf of Carlisle as well as any personal use of social media when referencing Carlisle related entities.

- Employees need to know and adhere to the Carlisle Code of Ethics, all Carlisle related Employee Handbooks, and other company policies when using social media in reference to Carlisle.
- Employees should be aware of the effect their actions could have on their personal images, as well as the image and reputation of Carlisle.
- Employees should be aware that Carlisle may observe content and information made available by Employees through social media. Employees should use their best judgment in posting only that material which is neither inappropriate nor harmful to Carlisle, its Employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that may be considered defamatory, pornographic, proprietary, harassing, libelous, or that could potentially contribute to a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not generally available to the public. If there are questions about what is considered confidential, Employees should check with their respective Human Resources Department, supervisor, or their local IT department.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to their respective management or the Carlisle Legal Department.
- If Employees encounter a situation, while using social media, that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor, their management or the Carlisle Legal Department.



- Employees should obtain appropriate permission before they refer to or post images of current or former Employees, customers, vendors or suppliers. Additionally, Employees should obtain the appropriate permission or authorization to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use should not interfere with an Employee's responsibilities for Carlisle. Carlisle's computer systems are to be used for business purposes only. When using Carlisle's computer systems, use of social media for business purposes is permitted (ex: Facebook, Twitter, Company blogs and LinkedIn), however, personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates Carlisle's Code of Ethics, or any other company policy, may subject an Employee to disciplinary action or termination.
- If Employees publish content after-hours that involves work or subjects associated with Carlisle, a disclaimer should be used, such as the following: "The postings on this site are my own and may not represent the positions, strategies or opinions of Carlisle or any of its wholly owned subsidiaries."
- If practical, it is highly recommended that employees keep Carlisle related social media accounts separate from personal accounts.