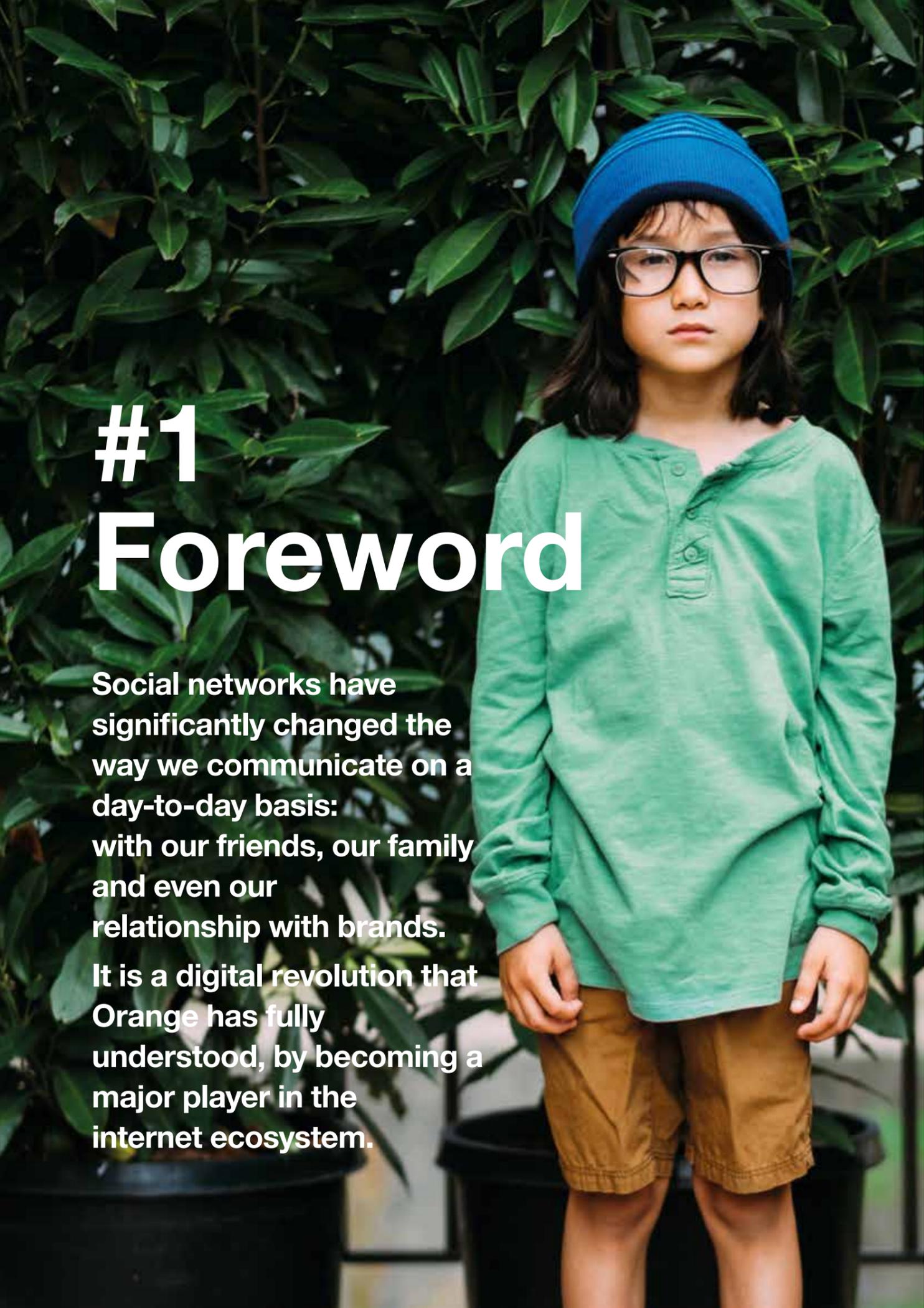


# Social media guidelines





# #1 Foreword

**Social networks have significantly changed the way we communicate on a day-to-day basis: with our friends, our family and even our relationship with brands.**

**It is a digital revolution that Orange has fully understood, by becoming a major player in the internet ecosystem.**

We are primarily a network, services and digital content supplier, but we are also a brand involved in conversations, listening to our customers and our environment.

Taking part in online conversations can offer real advantages to Orange employees. Possibilities which we encourage and help you with.

Social media has changed the way we work; we communicate both on a personal and professional level, which offers a new way of communicating with our customers, our colleagues and the general public.

**At Orange, we think that these interactions can help you to reinforce your relationships but also your understanding.**

**Social networks now allow each one of you to communicate about your jobs and more generally all the subjects that are close to your heart**

# Do you know SOLOMO?

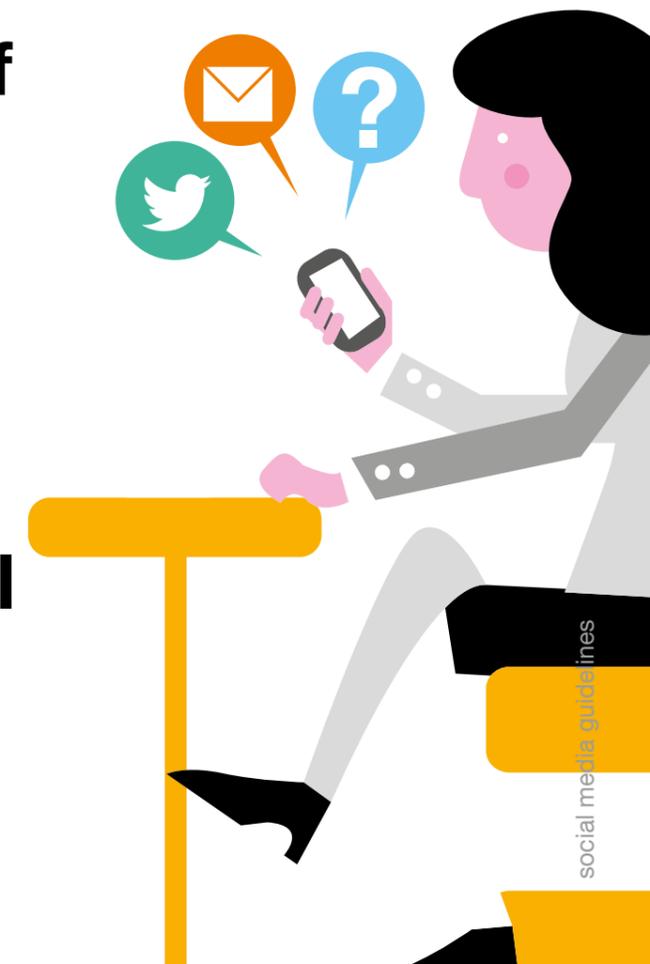
## Social networks:



This "smartphone culture" significantly affects the relationship between customers and brands, requiring the brands to constantly reinvent consistent communication which is adapted to all screens.

For brands the challenge is twofold: developing a global strategy whilst respecting local needs; we therefore refer to a "Glocal" vision

**How can you effectively protect your private life? What should you do to distinguish yourself professionally? This document will support you as you take your first steps on social networks.**



# #2 Opening personal accounts

Do you already use social networks?  
Looking after your online identity and image  
is vital in order to protect yourself on these  
platforms. Reputations are built and lost very  
quickly online!

Everything that you share - whether photos, videos or information - is saved and could potentially be used against you.

## Focus on personal use of social networks in a professional situation

Private use of social networks is allowed where reasonable, just as we allow the use of emails or the telephone.

Social networks are also useful tools in professional circumstances.

They can help you to build and maintain a solid professional network.

However they can also be useful for implementing targeted monitoring of a sector or service, responding to customers, asking for their opinions on an offer or a service, and even seizing business opportunities in some circumstances.

Ensure that you  
separate your  
personal and  
professional  
accounts.





# #3 Social media, a professional asset

Understanding, learning, using and communicating on social networks is an opportunity offered to everyone, whether you are communicating or not. Social media is a real social accelerator, allowing thousands of people with similar interests to communicate with each other.

## Take advantage of social networks

Social networks now offer access to a multitude of information about your job.

This might include:

- **Monitoring various topics**  
(including changes to a job and a sector)
- **Observing trends** and changes in current use and corporate image
- **Listening to user feedback** on products and the competition
- **Attending online conferences**
- **Carrying out professional presentations**
- **Accessing professional forums**
- **Meeting with your peers** to exchange ideas

The Group provides internal social networks which you can use to communicate with your colleagues.

Share your  
respective  
expertise.

As a result you can exchange your ideas, opinions and successes with your colleagues in a simplified and centralised manner.

They also allow you to enrich your own experience by developing expert contacts within the Group itself.



# #4 Personal accounts for professional use

You can create several accounts on social networks. As stated previously, it is recommended that you keep your personal and professional accounts separate. You can therefore have a Facebook profile which you use with friends and family, and a Facebook profile dedicated to developing your professional relationships or for monitoring purposes.

At Orange, we encourage employees to create personal accounts.

However, there are some rules in place so that social platforms are used in the best possible way.

#### Here are some simple steps:

##### Email address recommendation

We recommend that you create an account with a personal email address and that you completely fill in your profile

The visual identity of your account is also very important. Be aware that the profile photo that you choose must be copyright-free and appropriate. We do not allow the use of the Group logo in order to separate official accounts from accounts created by employees.

##### Choosing a username

As with all visual identity, the username must not be linked to the Orange brand. Choose an appropriate pseudonym for professional use which can take the following form, as an example: Albert Dupond, @adupond, etc. Where possible, keep the same username for different networks.

##### Biography and description

You can obviously add your role within the Group, ensuring that you add the statement: "All opinions expressed are my own". This is a commonly used sentence to show that it is not an official account. However, please be aware that internet users can associate your comments with the company and this statement does not protect you legally.

##### Password

Be creative! We recommend using a password with at least 10 characters, using a mix of upper and lower case letters and numbers. It is also recommended that you use a different password for each account to avoid a hacker taking control of all of your accounts.

#### Warning!

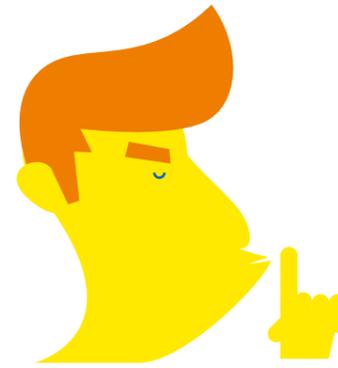
The misuse of brand attributes (goodies, logo, stores, etc.) in a private setting is forbidden. Use of the logo or any brand element is governed by a detailed, identifiable and clear charter.

# #5 Best practices

## Data protection

The protection of login details (usernames and passwords) and your personal information is vital.

Here are 4 tips to protect your reputation and private life:



**Be selective with your personal information:** Only enter information which is actually required to create your account or profile.  
You are often not obliged to fill in all the fields.



**Avoid stating personal opinions in public:**  
We recommend that you do not share information such as political beliefs, marital status or religious beliefs.



**Make sure you are not tracked!**  
Most applications and telephones allow you to activate a geolocation service. We recommend that you think about whether or not you need to turn on this service in order to protect your data when travelling.



**Protect your private life:**  
Be careful not to share your personal life with everyone. Anything that is shared online or on social networks no longer belongs to you once the information or photos have been uploaded. Follow the principle that anything that you put online could be shared. Would you be happy with this information being shared?

# 10 best practices to follow

## 1 Be selective with your personal information.

Only provide information that is truly required to create your account or profile. You are often not obliged to fill in all the fields.

## 2 Before publishing, check your sources and the accuracy of your information.

If needed, contact your Communication Department. When talking about the company, try to focus on content which has already been published on official platforms.

## 3 Remain courteous and polite.

Conflicts are dealt with in private. Ask for help from your communications director if you are attacked as an Orange employee

## 4 Always maintain the principle of confidentiality.

Social networks are public spaces, so you must never publish internal or confidential information. It could be used against you. If you are not sure if information is internal, check if it has previously been published on an official site.

## 5 Avoid publishing private content on professional accounts.

Your reputation online and on social networks is a mirror of your personal and professional image. Take care!

## 6 Do not publish content which is negative towards the company.

... management, Group employees or even the competition. Maintain a fair position to protect yourself legally.

## 7 Feel free to repost any published content

... on Group official accounts in order to contribute to social networks.

## 8 Be transparent on social networks.

All employees must state their identity and professional role within the Group, or that they are part of the Group at the very least.

## 9 Do not mention your colleagues.

On social networks without their prior permission

## 10 Gain your Digital Academy passport.

... in order to increase your understanding of social networks!

## How should you respond to brand attacks?

### 1 What to do if you discover false Orange accounts

The Group is regularly mimicked on social networks.

False accounts are created using Orange media (visual identity, logo, name, brand, etc.). If you come across what seems to be one of these false accounts when using social media, send the information to your communications director and take screenshots of these accounts.

### 2 What to do if an internet user defames the brand

It is important to identify who has sent the message. Identifying the person who has sent the message is in fact more important than the message itself: is it a real person with normal network use, a parody account, or spam? If in doubt, send the information to management and the communication department.

**In all cases, avoid taking part in the conversation.**

# #6 Creating and managing an official account for Orange

Do you want to create an official Orange account as part of your assignments?

Official accounts are ideal ways to communicate and they help govern the sharing of information between different corporate entities and internal and external communities. An official account is controlled by an Orange manager - or a Group subsidiary manager - or by a person who has received permission to manage the account.

## Creating official accounts

If you have the opportunity and requirement to create an official Orange account, regardless of the platform used, you should contact the Corporate Communication department. There are many prerequisites to creating official accounts and it is advised that you check these before taking the initiative to start up an account.

Through its different departments, the Corporate Communication department is the only entity allowed to approve the creation of official accounts and to support you in this process.

**Only official accounts are allowed to use Group logos and brand names.**



# #7 Orange on social networks

The Group and its subsidiaries have a significant and active presence on different social networks such as Facebook, Twitter, Instagram, LinkedIn and even Dailymotion and YouTube.



Each network has an editorial policy and a particular target. As messages are different from one network to another, they allow everyone to establish a link with various audiences on these networks (customers, journalists, bloggers, ambassadors)

The following link has more information on the global presence of the Orange brand on social networks:



<http://oran.ge/followus>



**It's all about  
what matters to you**

