

Intel Social Media Guidelines

INTEL SOCIAL MEDIA GUIDELINES

3 Rules of Engagement



Social media has become an integral part of modern life. It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform allowing us to be heard.

Social media can be a powerful force for good, and we want to encourage Intel employees to use social media in positive ways. When you are online, we have three requests for you:

1. Disclose your relationship to Intel
2. Protect Intel
3. Use common sense when posting

Social media is rapidly changing, and these policies evolve along with it. Check back frequently to make certain the policies haven't changed to keep pace.

What do our policies mean? They mean that we trust you. We bring smart people into the Intel family and we expect you to make smart decisions. This means that you are both the person in the best position to tell the world why Intel is such an amazing place to be and the person best suited to protect Intel from harm.

Disclose

Anyone can say anything on the internet. It is both the platform's greatest strength and chief weakness. When you are posting on the internet, your integrity is on display for the entire world to see, so strive to be ethical, truthful, and decent.

1. When you are posting about Intel or Intel products, include the hashtag **#IamIntel**. This lets people know that you are affiliated with Intel (disclosure is required by the Federal Trade Commission). Just putting Intel in your biography is not enough!
2. If you are being paid by Intel to promote or endorse us, you must disclose your relationship. This is true for employees, contingent workers, digital influencers, or agency members.
3. If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
4. Be yourself! *Stick to your area of expertise*. Only write about what you know.
5. If you are leaving Intel, please remember to update your employment information on social media sites.
6. If you talk about Intel on any website or any form of social media, please use a disclaimer like this one: "All opinions are my own".

Protect Intel

Keeping Intel confidential information confidential is a keystone of our business. Many Intel employees know things about the company that could affect our business. It is essential to safeguard Intel information, especially on the internet.

1. **Protecting Intel is part of your job.** Do not post any confidential information on any social platforms. If the information has not been officially released by Intel, don't discuss it. This includes financial information, product information, and legal information.
2. Don't slam Intel or our competitors. Only authorized spokespersons should comment publicly on competitors' performance. Authorized spokespersons are identified, selected, and approved by their respective Business Unit GMs, Geo leads, and the Global Communications Group (GCG).
3. Anything you publish must be true and not misleading, and all claims must be substantiated and approved.
4. If you are unsure whether or not to post something, err on the side of caution and don't.

5. Our Social Media team (<mailto:social.media@intel.com>? subject=Social%20Media%20Question) can help you decide if something is permissible to post. They can also review your LinkedIn profile for you to make certain you aren't inadvertently providing too much information.

Use Common Sense

When you are online, you are representing Intel: our people, our values. There is no room for bigotry, prejudice, misogyny, or hatred in our company or on our associated social media feeds.

Just by identifying yourself as an Intel employee, you are creating perceptions about your expertise and about Intel. Do us all proud.

1. Stay away from saying our products are smarter/ faster/ higher-performing in your social media postings. We *must* use Federal Trade Commission-mandated disclaimers in all communications when benchmarking or comparing processors.
2. Did you mess up? It happens. If you make a mistake, admit it immediately. Apologize if you need to. Be upfront, and correct the error as soon as possible.

If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Additionally if you see something being shared related to Intel on a social media platform that shouldn't be happening, immediately inform social.media@intel.com (<mailto:social.media@intel.com>).

If you are an Intel employee, contingent worker, or with an affiliated agency, you can learn more about our social media policies by visiting our social media pages on Marketing Central:

- › Learn about our Social Media Practitioner program (<https://marketingcentral.intel.com/social-media-practitioner-program/>)
- › Learn about Digital Influencers (<https://marketingcentral.intel.com/social-media-digital-influencer/>)
- › Learn about Information Security (<http://simplecore.intel.com/drc/introduction-data-leaks/>) and the Keep It Inside program

Contractors and Endorsements

As the Intel Social Media Guidelines describe, we support transparency and are committed to clear disclosure of relationships and endorsements. If you are contracted, seeded, or in any way compensated by Intel to create social media, please be sure to read and follow the Intel Sponsored, Seeded, or Incentivized Social Media Practitioner Guidelines (</content/www/us/en/legal/intel-sponsored-seeded-or-incentivized-social-media-practitioner-guidelines.html>). As part of these guidelines, you need to disclose that you have been seeded or otherwise compensated by Intel. Your blog will be monitored for compliance with our guidelines

and accurate descriptions of products and claims. As part of these guidelines, you need to disclose that you have been seeded or otherwise compensated by Intel, you can do so by adding #ad to your posts.

Intel Social Media Practitioner Guidelines

Intel supports transparency, accuracy, honesty, and authenticity. We are committed to ensuring that our social media practitioners (including blogs, Facebook, Twitter, forums and any other social media) clearly disclose relationships and endorsements, and that statements about Intel products are truthful and substantiated.

If you are a social media practitioner who has been gifted with or loaned a product, incentivized, or otherwise has an ongoing relationship with Intel, these guidelines apply to you. If you have any questions or concerns regarding these guidelines, please get in touch with your Intel sponsor.

Rules of Engagement for Intel Sponsored, Seeded, or Incentivized SMPs

Be transparent. Intel supports transparency about your identity and relationship to Intel. We are committed to ensuring that our sponsored social media practitioners (including blogs, microblogs, forums, and any other social media) clearly and conspicuously disclose their relationship to Intel, including incentives and sponsorship. Please be sure this information is readily apparent to the public and readers of each of your posts. For tweets or other written posts on platforms such as Facebook as well as descriptions of photos on platforms like Instagram, start your post with #Paid or #Ad. If you are posting a video on a platform such as YouTube use #Intel Ad on the actual video footage in the top corner of the screen, preferably at the beginning of the video, as well as including "Sponsored by Intel" above the line in the description of the video. If you are creating a podcast, in the opening line of the podcast, you should disclose the relationship, an example of wording you should use would be: "This episode is a paid sponsorship by Intel". If you use alternative language please ensure you use the word "paid" in your wording.

By stating that disclosures be clear and conspicuous, practitioners should make claims that are close to the claims to which they relate, in a font that is easy to read, and in a shade that stands out against the background. For video ads, disclosures need to be on the screen long enough to be noticed, read, and understood. Audio disclosures need to be read in a cadence that is easy to follow and with understandable words.

Write about your genuine and authentic experience. Please talk specifically about your experiences with our products and services instead of making general product claims that you aren't as familiar with. Be honest and accurate.

Write what you know. We encourage you to write in the first person and stick to your area of expertise as it relates to Intel® technology.

Your responsibility. Keep in mind that what you write is your responsibility and failure to abide by these guidelines (including failure to disclose your relationship to Intel) could put your Intel sponsorship or incentive at risk. Also please always follow the terms and conditions for any third-party sites in which you participate.

Moderation Guidelines for Intel Sponsored, Seeded, or Incentivized SMPs

Intel monitors social media related to our business, including the activities of our sponsored, seeded, or incentivized SMPs. We are committed to transparent, truthful, and accurate representation of Intel® products.

If we find any statements or claims that are false or misleading, we will contact you for correction. If, as a sponsored SMP, you are found to consistently and repeatedly fail to disclose your relationship to Intel, or make false or misleading statements about Intel, Intel® products, or Intel® Services, we may discontinue our relationship with you.

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