

TNT EMPLOYEES SOCIAL MEDIA GUIDELINES

How to make your voices heard and display TNT's can-do attitude online



TNT employees Social Media Guidelines

Introducing Social Media

Social media are media that use online technologies to facilitate social interaction. By inviting users to become content producers instead of content consumers, they transform traditional media broadcasts into social media conversations. In this way, *“they support the democratization of knowledge and information.”* (Wikipedia).

E.g. Facebook, Twitter, blogs, Youtube, Slideshare, LinkedIn, Xing, Ning, Hyves, Flickr, Wikipedia and many others.



Why use Social Media?

Social media can be used in different ways and for different reasons:

- as a networking tool – your life is basically the sum of your professional and personal networks;
- to aid communication (just as mobile phones and e-mail did in the past);
- to participate in stimulating conversation; and
- to enhance TNT’s reputation online.

TNT’s reputation is built on a can-do attitude. Without *people* to bring this attitude to life, however, can-do is just a word. Social media provide our employees with channels / tools to make their voices heard and display their can-do attitude online. It is a form of *empowerment* that offers significant potential for enhancing TNT’s reputation.

Let us be your guide

Empowering people through social media is fundamentally good news. But it can have unforeseen and unintended consequences as well. The objective of these guidelines is to help TNT employees get the most out of social media while avoiding the pitfalls that can result in a less than enjoyable social media experience.

These guidelines are **not intended** as a kind of instruction manual **for those who manage official** TNT communication channels; they apply to your personal social media activities only, whether during work-hours or at home.

Generally speaking, what you do outside of work is your own business. However, you never stop being an employee of TNT. Most social media “incidents” are the result of a failure to appreciate that your actions and behaviour impact (and potentially reflect negatively on) your employer’s reputation.

Here’s a real-life example that could have been avoided with a little common sense:



Hey, @RocmanUSA if you are going for a ride on your Harley don't Twitter it so your boss knows you are goofing off (I'm his boss).



Scobleizer
Robert Scoble

Other examples: [Domino's pizza video](#), [Canadian woman loses benefits over Facebook photo](#), [Kevin Colvin, fired for her Facebook update](#).

The basics

Why guidelines, and not a social media policy? There are several reasons. Firstly, we don't want to tell you what to do and what to say, because social networks are by definition very personal. Also, social media come in many different forms – there are literally hundreds of different tools and spaces out there. What is more, the social media landscape is forever changing, with new tools appearing all the time and changing the way people interact. A “one-size-fits-all” approach is therefore not very practical or realistic.

Here are some general principles that can help your social media activity:

1. Know your Business Principles

Please make sure that you have read and are familiar with the TNT Business Principles. They provide a framework to guide TNT employees in their dealings with colleagues, customers, suppliers, and other stakeholders. For this reason, the Business Principles very much apply in a social media environment.

2. Point out that you are not an official spokesperson

We welcome your participation in various TNT-themed accounts / blogs / groups / websites. However, if you plan on setting up one of these yourself, be sure to make clear in some way that it is not an official TNT communication channel. Also, you should state clearly that you are expressing your own views and opinions, especially when discussing topics that relate to TNT's business (transportation, logistics, etc.) If necessary, add a disclaimer (“The opinions and positions expressed are my own and don't necessarily reflect those of TNT nv.”) to indicate that you are not speaking on behalf on TNT.

3. Respect the TNT Brand guidelines

TNT brand consistency is important. If you include a TNT logo on your profile, be sure to follow [TNT Brand guidelines](http://brandweb.tnt.com) (on <http://brandweb.tnt.com>).

Use the latest artwork. Do not squeeze or otherwise distort the logo. Do not use the logo in combination with a product name. Use the correct shade of orange (#FF6600) and the other corporate colours. See [TNT Brand guidelines](http://brandweb.tnt.com) for more details (on <http://brandweb.tnt.com>).

4. Recognize that you are entering a social system

Social media is like any social event – a meeting, a party, the coffee corner. Behave as you would in such an environment. The same good manners apply: introduce yourself, don't pretend to be someone else, don't intrude in or interrupt the conversations of others, and so on. Take care to ensure that your actions and behaviour are consistent with the image you want to portray in the office and with your clients. Keep in mind that you are sharing any social space – online or offline – with your boss, colleagues, and clients.



5. Remember that Google never forgets

Everything you post stays online for a long time. Think before posting something you might regret later.

In case of doubt

Ask your manager whether it is “safe” to post specific information online. If you have a social media question that is not content-related, please contact:

Cecilia Scolaro

GHO
socialmedia@tnt.com

Charles Cassar

TNT Express
socialmediaexpress@tnt.com

Zsa Zsa Hordijk

TNT Post
socialmedia@tntpost.nl



TNT employees Social Media Guidelines

DOs



Know the TNT Business Principles.



Be yourself, say who you are and who you work for, especially when publicising TNT.



If you are using the TNT logo, follow the TNT Brand guidelines.



State clearly that the views / opinions expressed are your own. Speak in the first person.



Get your facts right, be truthful. Support your opinions with facts. Cite the sources of your contents.



Add value. Think before posting.



Use common sense and courtesy. Admit mistakes, apologise if necessary.



Be respectful of other cultures, religions, values, etc.



Respect the copyright. Avoid the use of logos, trademarks, music, images, etc. without prior authorization.



Monitor the reactions to your posts and make sure they are as true, respectful and legal as your own.

DON'Ts



Do not post things you would be embarrassed to have your mother / boss see.



No spam!
No covert marketing.



Do not speak on behalf of TNT (Use a disclaimer if you have your own blog / channel).



Do not squeeze, modify the TNT logo. Do not associate the TNT logo with inappropriate content.



Do not lie.



Don't pick fights. Don't post any defamatory, vulgar, obscene or threatening material.



Do not share internal information. Refrain from commenting on TNT's business performance.



Do not cite colleagues / stakeholders, do not post their materials without their approval.



Do not censor others' opinions.

In case of doubt, questions, suggestions:

socialmedia@tnt.com

TNT GHO

socialmediaexpress@tnt.com

TNT Express

socialmedia@tntpost.nl

TNT Post

Reacting to posts about TNT

