

Social Media Policy

Revised: 5/18/2022

Approved by: Office of SVP of Legal – Marketing, Sales, Care, Communications & Finance/LEGAL AFFAIRS



SNEAK PEEK

The Social Media Policy (“Policy”) governs employees’ use of social media to communicate about T-Mobile.

1 HERE’S THE DEAL

With billions of impressions and millions of followers, social media is a major factor in T-Mobile’s success. It’s a great place to make our voices heard. But as you know, with great power comes great responsibility.

2 WHAT’S IN SCOPE

- Employees on their own social media accounts – even if on their own time.
- Employees on internal social media channels such as DreamTM, Slack, Microsoft Teams, T-Nation or C2.
- Social media accounts for Internal Business Units like call centers, retail stores, etc.

3 ROLES & RESPONSIBILITIES

All employees of T-Mobile USA, Inc., and its subsidiaries should follow this Policy.

4 POLICY

4.1 SOCIAL MEDIA USE GUIDELINES

- 4.1.1 Social media is no place for company secrets. Slack, Microsoft Teams, T-Nation, and C2 are great for internal communication, but don’t share confidential or proprietary information concerning business initiatives, products, or services there or on any other social network, internal or external.
- 4.1.2 Only employees whose job it is to speak for T-Mobile should post on behalf of T-Mobile, such as our executives or employees that manage approved brand accounts. When posting to your personal account, make it clear that you’re expressing your personal opinions, that you’re not speaking on behalf of the entire company, and that you’re employed by T-Mobile either in the body of the post or by using #TeamMagenta. Don’t attempt to answer customer questions (unless customer support on social media is part of your job).
- 4.1.3 Remember—we want to maintain individual and customer privacy, encourage open communication, and protect confidential information.

That's why the Employee Handbook generally prohibits recording in the workplace.

4.1.4 Employees can record videos in the workplace for the purpose of posting to social media. But make sure that the following are all true first:

- You're on the clock while you create the video and social post
- No confidential company information or customer information is shown in the video
- Everyone filmed has agreed that it's OK to record and post the video to social media
- You have manager approval to use working time to post to social media
- Your post follows the other parts of this policy and the [Employee Handbook](#).

4.1.4.1 And we love a celebration! Photos and recordings are allowed during official company celebrations including those involving executive visits to T-Mobile facilities.

4.1.4.2 In addition, an employee's Manager, HR partner, or the Legal Department, however, may grant an exception to the no-recording policy where appropriate.

4.1.4.3 If this policy is violated, corrective action may result, and that action may include termination.

4.1.5 Don't create social handles that include the T-Mobile name, nicknames, your store number, T-Mobile products/services, or any word or trademark that implies a connection to T-Mobile.

4.1.6 Don't create a social handle for any T-Mobile retail store, 3rd party retail presences associated with T-Mobile

4.1.7 Don't use your T-Mobile.com email address to create a social media account. Use your own private email address when you're signing up for a personal account.

4.1.8 If you are an hourly employee and you are using social media for business reasons, make sure to be "on the clock." Any non-T-Mobile social media activity during work time should infrequent and consistent with the T-Mobile Acceptable Use Policy.

4.1.9 Do not discuss T-Mobile's business initiatives, products, or services until after they have been publicly announced – and when you do discuss them, identify yourself as a T-Mobile employee and keep it professional, positive, and truthful.

- 4.1.10 Don't trash-talk our customers or competitors and don't stretch the truth when discussing T-Mobile, its products and services, or the competition.
- 4.1.11 Keep in mind that what you do online can reflect on T-Mobile, even if you don't mean to. When you're about to post, ask yourself whether you would be embarrassed if your vice president saw it, if it reflects poorly on T-Mobile, or if it's a confidential matter that shouldn't be discussed publicly.
- 4.1.12 This Policy does not limit any employee's rights under federal or state labor laws or any whistleblowing statute.

4.2 SOCIAL MEDIA ACCOUNTS FOR INTERNAL BUSINESS UNITS (“BU”).

Internal BUs should not create their own social media accounts without a Director of Social Media's approval. A couple of considerations for approving an account are:

- Is it suitable for the brand to be talking publicly about this?
- Does this need to be separate from an existing handle?

To request approval for a new branded social channel fill out the form [here](#).

If you get approval for an internal BU social media account, all posts will need to be reviewed by the Legal Department (see the T-Mobile Marketing Policy).

4.3 MANAGERS' REQUESTS

Unless it is part of an employee's job, managers should not ask employees to use their personal social media accounts or devices for T-Mobile business purposes without checking with the Legal Department and getting an ok.

5 WATCH OUT FOR SOCIAL ENGINEERING

Information shared on social media can be used against you in an attempt to gain access to private or T-Mobile information. For more information on the risks related to social engineering, how to identify red flags, and where to report potential incidents of social engineering visit the [SecureT site on T-Nation](#).

6 QUESTIONS? - GET HELP

- MarketingLegal@T-Mobile.com
- EmployeeSocial@T-Mobile.com
- SecureT@T-Mobile.com

7 BE MAGENTA

Inappropriate posts, including discriminatory comments and harassment, threats, and other inappropriate or unlawful conduct, will not be tolerated. Employees who fail to follow this policy may be subject to discipline, up to and including termination. Policies can be updated at any time. It's your responsibility to ensure compliance.

Please be aware that any posts you make about T-Mobile might need to be saved in case of litigation.

8 MORE INFO

- Code of Conduct
- T-Mobile Marketing Policy
- Corporate Communications Policy
- Acceptable Use Policy
- T-Mobile Employee Handbook