

	PERSONNEL POLICIES AND PROCEDURES	
	SUBJECT: SOCIAL MEDIA	EFFECTIVE DATE: 2/12/2010 <hr/> REVISION DATE: 10.15.2019
	POLICY NO. 305	Page 1 of 3
ALL REVISIONS ARE MARKED BY AN ASTERISK (*)		

This Policy covers all non-union associates employed by Perdue Farms, Inc. and all its subsidiaries and, where required by law, applicants for these entities.

I. SUMMARY

At Perdue we recognize that social media and other forms of online conversation represent an increasingly important part of our lives. Perdue regards blogs, forums, social media sites and other forms of online discourse primarily as communication between our public and private lives and our work and personal identities. We also believe that our associates are our ambassadors in their communities – both tangible and online.

***II. DEFINITION**

This policy refers to “social media,” which includes personal web sites, web logs (blogs), multi-media and networking websites such as Twitter, LinkedIn, Instagram, Reddit, Facebook and YouTube, Wikis such as Wikipedia and any other sites where text or other content can be posted.

***III. POLICY**

- A. At Perdue, our intent is not to restrict our associates’ participation in social media during non-working time. However, because social media is a very public and highly visible media, it is important for Perdue associates to understand and follow basic guidelines.

- B. The guidelines presented herein are intended to provide associates with best practices for freely and fully participating in the social media space while ensuring that the interests of the company and its associates are protected. It is the company’s expectation that they will be carefully adhered to by all associates. The company will monitor the social media space, to the extent permitted and in accordance with applicable law. Disregarding company guidelines will be deemed unacceptable behavior. For more information on best practices on social media, [click here](#).

- C. This policy should not be interpreted to interfere with any employee’s federal or state labor law rights, free speech, or any whistleblower protections under federal or state law. Specifically, nothing in this policy is designed to interfere with, restrain, or prevent employee communications regarding wages, hours, or other terms and conditions of employment.

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- D. The same guidelines and policies that apply to an associate’s activities, as found in our Associate Handbook, Code of Conduct, Information Security policies, confidentiality agreements and other applicable company policies, also apply to online activities. For example, all rules regarding confidential and proprietary business information apply in full to social media. Any information that cannot be disclosed through a conversation, a note or an e-mail also cannot be disclosed through social media.

- E. Associates should be sure to respect copyright, fair use, financial disclosure, and other applicable laws. The company does not support the use of posted material that is discriminatory, obscene, defamatory, libelous, or threatening.

- F. When using social media, if an associate expresses either a political opinion or an opinion regarding the Company’s actions and also identifies himself/herself as an associate of the Company (or if it can be inferred that he/she is an employee of the Company), the poster must specifically state that the opinion expressed is his/her personal opinion and not the Company’s position. It is preferred that an associate refrain from using any Perdue reference when expressing such opinions. This is necessary to preserve the Company’s goodwill in the marketplace.
 - i. Should an associate’s online comments or posts result in an associate being contacted by third parties (including the news media) requesting information or comments on behalf of the Company, the associate should refer those inquiries to our Corporate Communications department or the Senior Vice President of Corporate Communications.

Our associates’ job is a big part of their lives, and it follows that they may want to comment on their work experiences. In doing so, associates should be sure to respect the privacy of others. Additionally, be respectful of potential readers and colleagues.

- G. During online activities, associates may come across negative, inaccurate or misrepresented comments about our company, our products or industry. Associates should be mindful that others are entitled to their opinions. Should an associate disagree, the associate should do so respectfully.

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- H. Likewise, associates may see misrepresentations of our company or industry by the media or bloggers. If associates wish to respond online, they may do so, but do so respectfully, making sure what is said is factual. When responding, associates should always do so in the first person and make it clear that they are representing their personal point of views.

- I. Above all associates should think before posting. Social media allows instantaneous communication, but whatever an associate posts online may be around for a very long time and viewable by almost anyone. Associates should remember that they are personally responsible for their web postings and that makes the associate solely liable for web postings found to be defamatory, harassing, invasion of privacy, or in violation of any other applicable federal or state law.

IV. RESPONSIBILITY

The Vice President of Human Resources retains the authority and responsibility for this policy. Questions concerning the meaning or interpretation of this policy should be referred to the appropriate Director of Human Resources. Any circumstances that require a waiver from the policy must be coordinated through the Vice President or appropriate Director of Human Resources.