

SAS Social Media Guidelines & Recommendations

Updated March 2010

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Social media is changing the way people and companies interact, exchange information and make decisions. It may be a phenomenon, but it's not a fad. You've probably heard a lot of different information about whether or not you can participate as SAS employees. The short answer is yes. These overall guidelines and the Guidelines and Recommendations for specific areas like blogs and social networks are intended to help you understand in part what you can't do, but more important, to understand what you can do and how to do it well. Please review these Guidelines frequently, because they are subject to change.

OVERALL GUIDELINES

1. SAS is committed to participating in social media in ways that add value for our customers and provide useful information for prospects.
2. SAS employees are encouraged to participate in social media. The more SAS voices there are in the marketplace talking about our company and our solutions, the easier it will be for people to learn about us and how we add value.
3. SAS employees are enthusiastic and effective advocates for both the company and our products. Social media provides opportunities to continue this behavior.
4. It's okay to participate in social media activities like blogs, LinkedIn, Facebook and Twitter and identify yourself as a SAS employee if you have a legitimate business purpose to do so and if your manager agrees. The definition of "legitimate business purpose" is fluid and depends on your job description. Read more about how to most effectively participate in these channels in the channel-specific guidelines that follow. These specific guidelines also give you guidance on when you need to reach out to the Social Media Manager for approval.
5. Social media allows us to integrate our personal and professional lives if we choose to do so. Understand the difference between personal and private. Look at the ways you use social media and decide if you want to promote your online persona in conjunction with your SAS persona. If you find that you're mostly talking about hobbies, sports, or other topics unrelated to your work, consider using different channels or user names to separate your professional and personal communications. But keep in mind that anything you say online is public and could be connected to you as a SAS employee.
6. Polarizing comments about politics, religion and other topics generally considered too controversial for polite conversation are probably too controversial for social media if you plan to also communicate with customers and prospects. Make your social media efforts inclusive, rather than exclusive. Further guidance on this topic is provided in the [Online Conduct Guidelines](#) and [Employee Conduct Policy](#).
7. SAS employees are polite, courteous, honorable people who don't say bad things about other people or other companies, even if they are our competitors. Remember, if you wouldn't say it to someone's face, don't say it online.
8. As SAS employees, we have a responsibility to always represent the company in a positive manner in our online activities.
9. Be aware that if your social media activities conflict with existing initiatives, corporate branding and online conduct guidelines, or other factors, we may ask you to change or stop what you're doing. If participating in online activities is more than a nominal part of your work time, talk to your manager to be sure that your online activities are part of your expected job duties.
10. Be genuine and transparent. Always identify yourself as a SAS employee when commenting on a business-related topic. Nothing will destroy your credibility faster in social media than the appearance of pretending to be someone you're not (a.k.a. "[sock puppetry](#)").
11. You are writing on behalf of yourself, not on behalf of SAS. Accordingly, if you use your social media activities to discuss your professional activities, we ask you to add a disclaimer where

possible to remind people that any opinions expressed are yours. Wording for a disclaimer is included in the [Online Conduct Guidelines](#). Further information about disclaimers is included in the individual guidelines for blogging, microblogging and social networks.

12. Don't disclose intellectual property, talk about pricing, mention customers, partners, or vendors by name or in a way that would make it possible to determine who they are, give details of their individual deals and installations or reveal any other business-critical information. If you wouldn't say it in a crowded room full of strangers, don't say it online. If you're unsure whether or not information is considered company confidential, check with your manager or Legal. You can also refer to the online training module devoted to intellectual property protection. Don't mention other SAS employees by name unless you have their permission to do so.
13. The exception: If you see a customer mentioned in a SAS press release, video, case study or other official SAS communication, you're welcome to share that information by linking to the SAS page where that item is found and referring to it in simple terms already used in that piece. Just don't add any information that isn't included in the approved piece. Examples of how to do this are included in the blogging, microblogging and social networks guidelines.
14. You can participate in the discussion in places like support.sas.com or sascommunity.org as long as you understand those sites are primarily designed for customer interaction and should not be used as vehicles for SAS marketing messages. Concentrate on listening and offering concrete and useful information.
15. Use common sense online and read and follow the [Online Conduct Guidelines](#) and [Computer Usage Policy](#), and other HR Policies, which apply to your social media activities. These policies not only give practical advice but lay out the consequences for inappropriate online behavior. As it says in these HR policies, "Violations of this Policy can result in disciplinary action up to and including termination of employment."
16. Employees can use their SAS email address (firstname.lastname@sas.com) while participating in social media activities like blogs, Facebook, LinkedIn, Twitter, etc., but **DO NOT** use your SAS user name or the same password that you use for your SAS accounts. This would make it easy for someone to compromise your SAS account if the third-party site is hacked.
17. If you choose to use a non-SAS email address, keep in mind that our Computer Use Policy prohibits SAS employees from accessing third-party email accounts on the company network. If you need to access your personal email while at SAS, ask your email service provider how to forward your personal mail to your SAS email account. Many providers allow you to forward a copy to one account and keep the original in your personal inbox.
18. [Viruses](#), [worms](#), [malware](#), [phishing](#) attempts and other malicious attacks can be spread through social media channels just as they can through email and infected web sites. Use the same caution you would with email or on the web. Don't give out your account information. Don't download attachments or executable (.exe) files unless you are absolutely certain you know where they come from. Even if a message appears to be from a friend, if it sounds peculiar, don't open it. Once you open an infected file, it's too late for preventative measures – it's time to disconnect your machine from the network and call the Help Desk.
19. Take common-sense steps to safeguard business-critical information like your Outlook contacts. Do not upload your contacts to third-party sites, and don't use sites like Spoke that automatically import them.
20. Realize that once you put something out on the Web, whether it's a video, picture, article or other piece of SAS intellectual property, you may not be able to take it back, and it may be archived forever, so think before you post.
21. Employees should limit time spent on social media sites for personal reasons, the same way time should be limited sending personal emails, surfing the web, making personal calls or hanging out in the break room.
22. Once you spend even a small amount of time following conversations about SAS online, you'll see that we no longer control the "SAS message." Respect that the opinions of everyone involved

combine to create the total SAS online brand and you, no matter who you are or what you do for SAS, are just one contributor to the message.

23. Use of social media channels can create significant bandwidth demands on the SAS network which can compete with your coworkers' business needs. Keep that in mind and minimize your use of high-bandwidth social media sites.
24. There are many opportunities in social media channels to create new social networks, fan pages, forums, etc. In order to prevent duplication of effort, maintain branding and avoid diluting our presence online, individual SAS employees, groups, departments, product lines, etc. may not create new SAS-related social media groups or sites without first consulting with and securing approval from the Social Media Manager, Dave Thomas, dave.thomas@sas.com.
25. Do not use SAS corporate assets like photos or video on third party websites unless you have first cleared such use with Corporate Creative or Legal. If you have questions about how to refer to SAS trademarks and logos, refer to the SAS Trademarks and Logos page at <http://sww.sas.com/lgl/intelprop/trademark.php> or contact Legal.

GUIDELINES FOR MANAGERS

SAS has created a set of [Social Media Guidelines and Recommendations](#), designed to answer employee questions about participating in online activities like blogging, social networks and Twitter. One of the key themes in the guidelines is “Talk to your manager about your social media activities.” So, what do you as managers need to know?

What Managers Need to Know

First, read the Guidelines and Recommendations yourself. If you have any questions, you can ask them in the Discussion section of the [Sharepoint site](#).

There are some general principles that inform all of the guidelines (although it is still necessary for both you and your employees to read and understand the guidelines in full).

- People are talking about SAS online whether we are there or not. It's good for SAS employees to participate in those conversations provided we do it in a way that reflects well on SAS, is respectful of the standards of the online community, follows the [Social Media Guidelines and Recommendations](#), the [Online Conduct Guidelines](#), and [behavior and computer use policies](#).
- We trust SAS employees to represent SAS online in a professional manner, the same way we trust them to do it in the real world.
- Don't talk about customers, partners or vendors, reveal private or proprietary information, intellectual property, pricing, details of customer installations or anything else that could harm our business or business relationships. The exception: You can link to content on sas.com that references customers, like success stories, press releases and videos.
- When you participate in social media, you are speaking for yourself, not on behalf of the company. Be sure to make that clear. And know that you are responsible for your actions.
- Talk to your manager about your social media activities, what you're doing, how it relates to your job and how much time you spend doing it.
- Open communication among employees, customers and the community at large will inevitably lead to some uncomfortable moments, but we can deal with those, and the benefits far outweigh the risk.

Further information on all of those topics is covered in the [Social Media Guidelines and Recommendations](#).

What Managers Need to Do

We're not expecting you to monitor your employees' social media activities. We are trusting SAS employees to use good judgment in social media the way we trust them in all other aspects of their professional lives. So, what are you as a manager expected to do?

Talk about their online activities

Talk to your employees about what they are saying and doing. Are they talking about their work? Are they using social media to contact customers? If so, what kinds of information are they sharing? Do their activities represent SAS well and provide value?

Are you comfortable with your employees representing SAS online?

Ask yourself if you're comfortable with your direct reports participating in conversations online. Would you be comfortable with that employee going to SAS Global Forum and talking to customers? What if a member of the PR team called and said a reporter wanted to interview someone with that employee's expertise? If neither of those situations makes you nervous, then you probably don't have to worry. If you're still uncomfortable, then talk to your employee honestly about your concerns. Make sure he or she understands you want to make sure they represent SAS in a favorable manner. If you can't come to an agreement about what that means or you are still uncomfortable, it is within your rights as a manager to request that your employee not use social media channels to discuss their professional activities related to SAS.

How much time are your employees spending on social media?

Make sure you understand how much time your employees are spending in social media at work. If you work in marketing, sales, external communications or another department with significant external contact, that time will likely be more. If your employees are using social media solely for personal reasons, for research, education and professional development, that time will be less. If an employee is spending a significant amount of time in social media and customer contact is not part of his or her job, then it's within your rights as a manager to suggest they reduce that time, just as you would if they were spending too much time on personal phone calls or surfing the web.

Support existing efforts, don't create new ones.

Social media makes it easy to create new fan sites, event pages, even complete social networks. Individual SAS employees are asked not to create new online presences related to SAS or the fields in which we operate, because it drives attention away from the existing entities we support. Please reiterate that message to your employees, and encourage them to explore existing SAS-related outlets like www.sascommunity.org and the user forums on support.sas.com. Very few people within SAS should ever be creating a new social media presence.

Twitter and other Microblogs

Updated: January 2010

What it is:

Microblogging services like Twitter and SAS' own internal Chatter are Web-based tools that allow users to share short messages and links with their networks.

What is SAS doing?

SAS employees use Twitter to share information related to SAS and their areas of professional interest. Country offices and groups such as SAS Publishing have branded Twitter accounts. We're developing our strategy to add more SAS-branded accounts in 2010.

For more information or if you'd like to create a group (i.e. not individual) Twitter account for a SAS team, product line, department, etc., or if you wish to create a Twitter hashtag that references SAS, please contact Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com (or <http://twitter.com/DavidBThomas>) before you do so.

If you'd like to communicate exclusively with internal groups, use [Chatter](#), the microblogging tool created by our own Information Systems Department.

What you can do:

1. Create an account. It's okay to use your SAS email address.
2. Search for people in your industry, profession or market and follow their tweets.
3. Watch, listen and become comfortable with the standards of the community.
4. Post items of interest to people in your industry.
5. Use Twitter search and [hashtags](#) to follow conversations of interest to you and to SAS.

Social Networks

Updated: January 2010

What it is:

Social networks like Facebook and LinkedIn are online communities that allow people to connect with others, share information and build and maintain personal and professional relationships.

What is SAS doing?

SAS employees use social networks to connect with customers and prospects, journalists and analysts and industry experts finding communities on those sites and others where people are discussing SAS. Marketers use Facebook and LinkedIn to promote SAS events. Country offices and groups such as SAS Publishing have branded Twitter accounts. We're developing our strategy to add more SAS-branded accounts in 2010.

For more information or if you'd like to create a group (i.e. not individual) social network presence for a SAS team, product line, department, etc, please contact Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com (or <http://twitter.com/DavidBThomas>).

What you can do?

1. Create an account. It's okay to use your SAS email address.
 2. Search for and join groups in your industry, profession or market.
 3. Watch, listen and become comfortable with the standards of the community.
 4. Post items of interest to people in your industry.
 5. Connect with professional contacts where appropriate, but don't force connections on people you don't know.
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- Familiarize yourself with social network privacy settings, which will help you separate personal from professional information, if you choose to do so.
 - The identities, comments, and posts of people with whom you are connected in social networks may be visible on your page or profile. If you or one of your connections posts material that may be confidential, objectionable or otherwise reflect negatively on you or on SAS, it's your responsibility to remove it and take measures to prevent it from happening again.
 - Safeguard customer and partner confidentiality. Before you include any customer, partner or vendor contact in your network, it is your responsibility to check with the Customer Knowledge Center or Legal to make sure that customer does not have

a non-disclosure agreement (NDA) in place with SAS that restricts SAS from identifying that customer.

- Beware of phishing scams and viruses in social networks the same way you are in email. Don't download applications or open attachments if you aren't sure of where they come from. Beware of messages from friends that ask for money or sensitive information, as your friend's account may have been hacked by a scammer.

External Blogs

Updated: January 2010

What it is?

Blogs are websites where people and groups provide regular updates on items of interest to them. They have become a key source of news, information and commentary in many areas of professional interest to SAS and provide opportunities to interact with thought leaders and help increase SAS search traffic.

SAS can influence conversations in key areas by publishing our own blogs, encouraging employees to participate in discussions on third-party blogs and monitoring topics and bloggers relevant to our business.

What is SAS doing?

SAS has an active blog program hosted at blogs.sas.com. We're devoting more time and resources to blogging in 2010 to both increase the number and quality of our blogs and make sure they are sharing content that supports our global business objectives.

What you can do?

1. Use Google Blog Search to find blogs relevant to your professional activities.
2. Watch, listen and become comfortable with the standards of the community.
3. Comment when you have items of interest to people in your industry.
4. Consider contributing to a SAS blog relevant to your field.

If you have an idea for a SAS blog, or would like to contribute to an existing SAS blog, fill out the [Blog Request Form](#). You can also contact Alison Bolen, alison.bolen@sas.com, for more information.

Bloggng on a third-party, non-SAS platform:

Many SAS employees maintain personal blogs where they write about their activities outside of SAS. All SAS employees participating in any activities online are encouraged to read the [Online Conduct Guidelines](#) to see how your personal activities intersect with your professional.

Some SAS employees have created professionally-oriented blogs on third-party, non-SAS blogging platforms such as Blogger or Wordpress. If you're writing about your work and identifying yourself as a SAS employee, your activities are governed by the same guidelines and policies that govern all employee social media activities.

Your blog should not attempt to replace, duplicate or mirror content on any official SAS online channels such as www.sas.com. Link to sas.com when appropriate to drive traffic back to SAS, rather than pull SAS content into your blog.

Don't use SAS logos, taglines or other branding elements, either in the name of your blog or in your blog content. There should be no confusion to a reader that your blog is personal and not an official SAS blog.

Video Sharing

Updated January 2010

What it is?

Video sharing sites like YouTube allow people and companies to post short videos, share them with their networks and comment on others' videos. YouTube has also become a major source of information, often rivaling Google in terms of search traffic.

What is SAS doing?

SAS uses YouTube to promote relevant videos to a wider audience to help increase awareness of our company and solutions and drive traffic back to sas.com.

What you can do?

1. Search YouTube for terms relevant to your industry, as well as customers and competitors, to see how they're using video.
2. Comment on videos where relevant and appropriate.
3. Think of ways that you can use short-form video to share content and spread the SAS message.

To maintain quality and consistency of messaging, individual SAS employees, departments, business units, etc. should not create and distribute their own video without consulting with Bill Marriott in Video Communications & New Media at bill.marriott@sas.com. VC&NM will coordinate with Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com to help you with your request.

Podcasting

Updated January 2010

What it is?

Podcasts are short audio or video files distributed over the Web that can be accessed on a computer or portable media player. Much like blogs, there are podcasts on a wide variety of topics of interest to SAS, some that reach highly influential audiences. They can be an effective method for keeping up to date on important topics.

What is SAS doing?

SAS creates podcasts and makes them available on sas.com, support.sas.com, JMP, Dataflux, and Bettermanagement.com.

What you can do?

1. Search for podcasts on topics relevant to your industry.
2. Comment on podcasts when relevant and appropriate.
3. Think of ways that you can use podcasting to share content and spread the SAS message.

To maintain quality and consistency of messaging, individual SAS employees, departments, business units, etc. should not create and distribute their own podcasts without consulting with Bill Marriott in Video Communications & New Media at bill.marriott@sas.com. VC&NM will coordinate with Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com to help you with your request.

Wikipedia

Updated January 2010

What it is?

Wikipedia is a free Web-based encyclopedia that is written and updated by its users, with no formal review process. Launched in 2001, Wikipedia is considered to be the largest and most popular general reference work on the Internet. Wikipedia's Business FAQ and Conflict of Interest (COI) guideline prohibits people from editing articles "related to you, your organization, or its competitors, as well as projects and products they are involved with."

What is SAS doing?

There are quite a few Wikipedia entries related to SAS, including ones for [SAS Institute](#) and [SAS System](#). As mentioned above, Wikipedia guidelines prohibit companies from editing their own entries or entries in which they have a vested interest. SAS is maintaining a cautious approach toward Wikipedia and has a strategy to reach out to members of the SAS user community through our existing channels to encourage them to participate in Wikipedia, in order to help grow a group of knowledgeable and interested Wikipedia users to comment on and edit articles related to SAS.

What you can do:

SAS employees are prohibited from creating or editing Wikipedia entries related to SAS, our products, our people and the industries in which we operate. If you have a question about a Wikipedia entry that relates to SAS, please contact Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com.

If you notice information related to SAS that is blatantly incorrect, defamatory or in any other way appears to be intentionally misleading or malicious, we do have recourse to deal with it. Please contact Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com. Please DO NOT make corrections yourself.

International offices

Wikipedia is available in many languages and some country/language sites may not have an entry for SAS or other topics of interest to us. Even so, it is a violation of Wikipedia guidelines for a SAS employee to create an entry about SAS or our products. If you work outside the US in a country with its own Wikipedia page and have questions about how to proceed, please contact Dave Thomas, SAS social media manager in Cary at dave.thomas@sas.com.

Ten tips for establishing a social media policy

1. Get everybody together in the same room.
2. Invite the skeptics as well as the evangelists.
3. Involve the practitioners, not just the rulemakers.
4. Get Legal and HR involved from the start, and don't make them adversaries.
5. Decide how you'll deal with conflicting opinions and make decisions.
6. Include best practices in your policies: the dos as well as the don'ts.
7. Make sure your policy reflects your company's personality.
8. Publish your policy.
9. Communicate it constantly in every avenue available to you.
10. Lead by example. Participate yourself and highlight positive examples by others.

Convincing your boss of the value of social media

The first step in convincing your boss that social media is valuable for your company is to make it real for him or her. Remember what it felt like when you first signed up for Twitter? You created your account and saw "0 following, 0 followers, 0 tweets" and you thought, "What now?" For those of us who enjoy doing this stuff daily it's easy to forget it can be confusing and daunting when you're getting started.

Sit down with your boss and any other doubters in your organization and give them a focused, practical introduction on how you use social media. Break the monolithic concept of "social media" down into manageable chunks and show them it's possible to participate without becoming overwhelmed. And keep in mind that some of these social media terms can sound pretty silly to older, more traditional people in your company. Don't baffle them with buzzwords (or worse, leave them laughing dismissively).

Show them the blogs you follow and what useful business information you glean from them. Show them how you use your RSS reader to cut through the noise and present what you most need in an easily-digestible way.

Show them how you use Twitter (or better yet, tools like **Tweetdeck**) to mine valuable and timely information. Dispel the misconception that people are talking about lunch and show them the useful links, market information and competitive intelligence you get that's targeted to your business.

Have you had an interaction that lead to a quantifiable business success? Capture it in a screen shot so they can see it right away: "This person asked a question, I answered it, it led to a sale (or positive mention of our company or valuable connection)." If you haven't had an interaction like that yourself, have one of your competitors?

If they doubt the value of social networks, show them how many people are sharing information on LinkedIn and Facebook that directly relates to your company. Every day, your customers and potential customers are posting information about their wants and needs, their plans and concerns and what's keeping them up at night. This is the kind of information you used to pay to get from market researchers and focus groups, and now it's freely and publicly offered, if you take the time to look for it.

What internal stakeholders in your organization have a say in the way you communicate your message publicly? You need to involve them in creating your social media policies. Here's a partial list of people you might want to include:

- [illegible]

How to Make Sure Your Social Media Policies FAIL

Make 'em long

People have lots of time to read, so add as much verbiage as you can. Include lots of preamble and introduction. Why use ten words where 100 will do? Be sure to use the phrase "join the conversation" a lot.

Make 'em scary

Start off with a few examples of social media mistakes that trashed a company's reputation. Segue into stories of employees who got fired for saying the wrong thing. Finish off with some warnings about phishing scams and viruses. With any luck, by the time they're done reading them, you're employees will run screaming.

Make 'em complicated

It's safe to assume that your employees have figured out all the simple stuff on their own. They've probably already mastered Facebook, LinkedIn and Twitter and have moved on to augmented-reality browsers. Be sure to skip over the simple steps they can take to get started and get comfortable. Dive right into the necessity of tracking hashtag usage statistics for maximum ROI calculation.

Write 'em in legalese

It is incumbent upon all full-time employees, part-time employees, contractors, vendors, partners and suppliers of XYZ Corporation who choose to engage in activities in social media, digital media, Web 2.0 or other digital communications to do so in a manner consistent with XYZ Corporation's human resources, computer usage, conduct and other policies, past, present or future. In perpetuity. Throughout the known universe. Have fun!

Write 'em by yourself

You probably know everything you need to know to write your company's social media policies. Plus, getting input and buy-in from other people takes time and effort. Just write them by yourself. You'll be able to figure out what everybody else wants and how to give it to them.

Keep 'em to yourself

Social media is important. If people want to know what your company's social media policies are, they'll come and find them. If they can't find them easily, they'll probably just go back to what they were doing and forget about the whole thing. Problem solved!

Nine easy ways to write a blog post

1. Go through your sent items on Friday. Pull out anything that's more than five paragraphs long and polish it into a blog post.
2. Go to search.twitter.com and search for two key words. Write a three-paragraph post that responds to one or more of these tweets.
3. What are you consuming? Business books, other blogs, podcasts, TV shows – anything that you're finding especially useful and interesting? Tell people about it in two or three paragraphs.
4. Take 20 minutes at the end of the day and think about who you've talked to today and what you've learned. How can you summarize that into a 200-word post that others can learn from as well?
5. What did you explain to someone today that you've explained at least three times before? If you get asked often enough, others would probably love to hear the explanation too. Give it to them in a blog post.
6. What cool things are your customers doing? What have you learned from them lately? What innovative ways are they using your product or service? Can't talk about customers without approval? Maybe you can mention them anonymously. Give details, just not names.
7. What documents or presentations are you working on right now? Can you excerpt two or three paragraphs into a quick blog post to give readers a sneak peak?
8. What are you researching? What would you like to learn more about? Ask your readers to explain it to you. Or do a Twitter search on the topic and see what you find. Link to results and share your thoughts.
9. Read the blogs on your blog roll. Find at least one to comment on. Then copy your comment on your blog and expand on it slightly. Link back to original post.

Is it bothering you that it's nine, and not Top Ten? Okay, then:

10. Write a top 10 list.

Alison Bolen, SAS Editor of Blogs and Social Content