

# LEGAL GUIDELINES FOR SOCIAL MEDIA

## CONTENTS:

Keep in mind that existing laws apply equally to **online and offline** conduct. Is the content you post on a social networking site being reviewed and scrutinized prior to its release in the same manner as other content that is published by the organization on a more formal basis?

- ✓ **Third Party Content.** Anytime you are publishing content on a social network, including text, graphics, photos or other media content, compliance with applicable copyright laws is an important consideration.
- ✓ **Content Ownership/Control.** Who owns your social networking profile page? If you delete your page, is the content truly gone or does the social network retain the right to access, use or share your deleted information? Have you read the terms of use for the social networking site? In your haste, could you be disclosing sensitive or proprietary information?
- ✓ **Defamation/Other Torts.** Could any of your posted content be considered defamatory to a third party? Could it be the basis for other tort liability, such as intentional infliction of emotional distress, interference with advantageous economic relations, fraud or misrepresentation?
- ✓ **Terms of Use. Address** the use of third party content in their terms of use. For example, the statement that users are “solely responsible for . . . any data, text, information, screen names, graphics, photos, profiles, audio and video clips, links” that the user submits, posts or displays. Another Basic Term states that users “must not, in the use of Twitter, violate any laws

## CRIMINAL ACTIVITY:

Postings of text and photos on social networking sites have been the source of discovery of criminal activity and, ultimately, evidence of crimes. Social networking activities have also served as a catalyst for offline criminal activities and charges.

## INSIDER TRADING:

No company specific insider information share.

## BUY/SELL RECOMMENDATIONS:

No company specific buy/sell recommendation has been given.

## FEES/CHARGES DISCLOSURE:

Queries related to fees & charges have been not entertained.

## REGULAR UPDATING OF NEW INFORMATION:

Any news/ circular can be update after approval from ISE’s management.

## PORNOGRAPHY:

You may not use obscene or pornographic images in either your profile picture or user background.