

 <b>UNITED</b> Information Security Policy	Policy 15		Policy Owner
	<b>Email, Social Media, and Internet Postings</b>		IT Security Risk and Compliance
	Effective	<b>3/1/2016</b>	
	Last Revision	<b>5/31/2019</b>	

## 15 Email, Social Media, and Internet Postings

United Representatives are prohibited from making statements or comments intended to be perceived as official statements by United, a Department, or any elected official without prior authorization from the Chief Operating Officer (COO), Corporate Communications, or an authorized designee.

This policy document is one of seventeen individual documents that make up the full Information Security Policy. See the document titled *Information Security Policy Introduction* for additional information.

Capitalized terms are used throughout the Information Security Policy documents. Where a capitalized term is not defined within the particular Policy document, it is defined within *Policy 01: Information Security Policy Governance*.

Department and division names are underlined throughout the Information Security Policy documents to identify the party responsible for the specific policy requirement or process.

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## 15.1 Use of United Email

In using company email systems, United Representatives must comply with all Company policies, as well as the following requirements.

- a. United Representatives, including contractors, must utilize their allocated united.com email address for all United business. For contractors, if a united.com email address is not provisioned then their employer-assigned email account must be utilized. United representatives must not utilize personal email accounts for any United business.
- b. Do not create rules or scripts to automatically forward or copy United internal email to personal email accounts, file repositories, cloud storage platforms, messaging services, or any other type of data service or data repository outside United's network.
- c. Do not send passwords, credit card information, social security numbers, or other *Confidential* information in an email to anyone, even to yourself, without first obtaining appropriate written authorization, and then using appropriate security measures. If you receive an email containing *Confidential* information, remove the information when replying or forwarding the email.
- d. Do not use United's email to engage in any activities that violate United's policies.
- e. Do not use United's email account for any non-business activity.
- f. Do not create or forward chain letters or unauthorized mass mailings.
- g. Discard email, including messages in hard copy form, according to the designated retention outlined in United's *Record Retention Policy*, or as required by law.

Refer to the *Using Information Systems and Social Networking* section of the *Working Together Guidelines* for additional email requirements and guidelines.

## 15.2 Official United Airlines Social Media Sites

United utilizes multiple digital channels to communicate to employees, business partners, other organizations, and customers. Some examples of these digital channels include but are not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, Blogs, and any other site where text, documents or multimedia files can be posted.

As these sites are also often used by United Representatives for personal reasons, it is essential that all personal and official business postings be clearly differentiated. This Policy provides direction for how, who, and what can be posted and how official postings on behalf of United are to be approved and formatted.

### 15.2.1 Clearly Identifying Official Social Media Accounts

For all United-related social media accounts, users must be able to recognize that a United-related account is produced and maintained by United and not another entity or individual.

- a. Corporate Communications must establish a program and guidelines for the control and posting on United-controlled public social media accounts and related public content.

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- b. Official accounts should follow a standard naming convention, consistently use design elements (i.e. background, colors, images, bio information), and link back to official and relevant section(s) of an official United website.
- c. All official social media accounts must be registered with Corporate Communications and will be linked from United's website.
- d. In a social media account bio, the account must be described as "official." An example Twitter bio would be "Official Twitter handle for United employees." All site names and designs must be approved by Corporate Communications.
- e. Social media communications in connection with the transaction of public business should be posted solely from a United-approved social media account and not from a personal social media account, unless permission to do so is obtained from Corporate Communications and the department head.
- f. United employees may include United's official social media account addresses on United documentation per internal Department guidelines.
- g. All United official social media accounts (including but not limited to Twitter and Facebook) are the property of United and may not represent individual work groups or departments.
- h. United employees may not use copies of official account profile photos or company logos as their own profile photos on personal accounts.

### **15.2.2 Creation and Management of Social Media Accounts**

All official social media accounts must be approved and managed by the Social Media Department within Corporate Communications.

- a. United Departments wishing to establish an official social media account or hashtag must coordinate with the Social Media Department for review and approval. The Social Media Department must review all social media requests, must approve or deny each request, and may provide specific training and social media guidelines to United departments as appropriate. United departments that manage a social media presence must abide by any guidelines provided by the Social Media Department, United's Information Security Policy, and any other relevant United policies.
- b. The Social Media Department must maintain an inventory of approved official United social media accounts. The inventory must include for each account the United business contact(s), login user name, and social media platform details.

### **15.2.3 Social Media Account Security**

All official United Airlines social media accounts are considered an extension of United's information networks and therefore must be maintained in accordance with United's standards.

- a. All social media accounts must follow all United data retention requirements. Posts made to these sites are considered public records and must be preserved.
- b. User IDs and passwords must be unique. User IDs and passwords created and used for one social media account must not be the same as user IDs and passwords created and used for any other social media accounts, or on United's network, systems, or applications.

- c. Any posts that violate United's *Working Together Guidelines* or United's *Acceptable Use of Information Resources Policy* must be saved, archived, and then deleted from the social media site.
- d. The following *Social Media Posting Guidelines* must be posted on United's official social media accounts. Changes to this language must be approved by Corporate Communications and the Legal Department.

"This is an open, productive forum for discussion. All opinions are welcome and respectful dialogue is encouraged. Please be respectful of the community as you interact and help ensure that replies to posts are on-topic. No graphic, obscene, explicit, or racial comments, hateful or defamatory submissions, or personal attacks will be permitted. Users should not spam the page with duplicative posts. United has the right to delete posts and block users that violate these guidelines. Any links, mentions, or interactions with users on this site do not constitute official endorsement by United or staff. Please be aware that you participate at your own risk and assume personal responsibility for your comments, your username, and any information provided."

### **15.3 Prohibited Social Media Communications**

United Representatives must adhere to all applicable laws and Company policies when participating in social media. United's *Working Together Guidelines*, the *Code of Ethics and Business Conduct*, the *Acceptable Use of Information Resources Policy*, and any other regulations governing the conduct of United Representatives apply equally to all social media postings.

- a. United Representatives may not post, mail, display, or otherwise transmit in any manner any content, communication, or information that can be deemed offensive, a personal attack, or that violates an established internal code, rule, or law. Examples of prohibited communications include but are not limited to the following:
  - Interferes with official United business
  - Is hateful, harassing, threatening, libelous, defamatory, pornographic, profane, or sexually explicit
  - Is deemed by United to offend persons based on race, ethnic heritage, national origin, sex, sexual orientation, age, physical or mental illness or disability, marital status, employment status, housing status, religion, or other characteristics that may be protected by applicable civil rights laws
  - Impersonates a person (living or dead), organization, business, or other entity
  - Enables or constitutes gaming, wagering, or gambling of any kind
  - Promotes or participates in unauthorized fundraisers
  - Promotes or participates in partisan political activities
  - Promotes or participates in unauthorized advertising of United's projects and any advertising of private projects
  - Compromises or degrades the performance, security, or integrity of United's technology and information resources
  - Contains a virus, logic bomb, or malicious code

- Constitutes participation in chain letters, unauthorized chat rooms, unauthorized instant messaging, spamming, phishing, or any unauthorized auto-response program or service

## Revision History

Date	Description	Author
3/1/2016	Policy published.	ITSRC
11/8/2016	15.2.1.a: New requirement for establishing a program for management of United social media sites and related content.	Neil Gast, ITSRC
8/28/2017	15.1.a: Added requirement for use of United email when conducting company business.	Matthew Verive, ITSRC
9/1/2017	15.1.b: Clarified prohibition on use of scripts to forward United email to external destinations.	Neil Gast, ITSRC
3/20/2018	15.1.a: Added requirement that contractors use assigned United email accounts for United business. Updated multiple sections based on input from Social Media team.	Vanessa Puerta, ITSRC
5/31/2019	15.1.e: Added to not use United Email account for non-business activity.	Michele Castner, ITSRC