



# Social Media

## What about social media?

When we say “social media,” we mean all types of postings on the internet and mobile apps, including but not limited to text, photos, videos, audio, blogs and digital art.

**For avoidance of doubt, this policy addresses all social media you participate in while you are on or off the job,** including social media you use without a name, under an alias or in private groups.

United’s brand is recognized around the globe, and we’re mindful of the way people feel about flying us. As an employee, in any role or location, you are part of that image and can positively impact the experience customers have with our brand.

There are countless good things happening at United every day and it’s important that we all show the world these stories– posting about your experience on social media is the best behind the scenes access we can offer. We’re proud when employees share their passion and camaraderie with their followers.

Customers have come to know a high level of professionalism on board our aircraft and at the airport, so we expect all employees associating with United online to conduct themselves similarly. Because of that, we ask that you use good judgment by keeping the following guidelines in mind with respect to everything you post or are responsible for managing, e.g., moderator or admin for social media sites, regardless of whether that post directly references United:

- All pictures, videos or other digital content in United uniform must comply with United appearance/ uniform standards.
- All pictures, videos or other digital content taken in uniform or on United property/equipment should be professional.



- Social media posts should not negatively impact United's image or brand or violate Company policies.
- Social media posts directly or not directly related to United should not be suggestive or contain sexual content, which includes nudity or partial nudity.
  - Please remember: It is not acceptable to have a picture of you associated with United in one post and then another picture being sexually suggestive in another.
- Social media posts should not link United or its brand to violent or graphic photos or websites.
- Social media posts should not violate or depict violations of safety rules, Standard Operating Procedures or other Company policies, even if it's a joke or meme.
- Social media posts should be respectful and not violent, defamatory or bullying in nature to anyone.
- Social media posts, both public and private, should not be discriminatory, harassing or offensive to persons based on race, ethnic heritage, national origin, sex, sexual orientation, age, physical or mental illness or disability, marital status, religion, employment status, housing status, union activities/affiliation or other characteristics that may be protected by applicable civil rights or labor laws as determined by United.
- Employees may not use the United uniform, brand or their affiliation with United to make money outside of their employment. Should you have questions about this, please consult with the Ethics & Compliance Office.
- Employees may not speak on behalf of United without express authorization from the Company. Be clear that your posts only reflect your views.



- Employees may not disclose United’s confidential business information including changes to schedules, new product offerings or other confidential information on social media accounts.
- Employees may not post in a negative or derogatory manner about United’s customers or other employees or violate their right to privacy. Examples include:
  - Complaining on social posts about a specific United customer or customers in general
  - Posting about a celebrity or other notable person being on a United flight or what they were like as a customer

If you have any concerns as to whether any social media content violates these guidelines, use good judgment and refrain from posting. Contact your HR partner or Ethics & Compliance if you have any questions regarding these guidelines.

Generally, United does not actively monitor employees’ personal social media accounts. However, there may be occasions when an employee’s personal social media activity may be viewed by individuals at United and their identity determined if the post is without a name or under a false name. If United is made aware of content on social media involving an employee that potentially violates these standards, we have the right to investigate and take appropriate action. We will take into account many factors, including but not limited to the type of posting, audience, impact to the brand and our corporate reputation and any previous counseling or coaching. Appropriate action can be anything from asking you to remove a certain post in minor cases to termination in cases of significant misjudgment.



## A few more Do's ....

- **Use common sense and good judgment.** You are responsible for what you publish.
- **Be mindful.** Your use of social media should only have a positive effect on United's business interests and reputation. Stand proud and professional in your posts.
- **Be transparent.** If you are commenting on our products or services, make sure anyone reading your post knows that you work for us.
- **Be respectful.** Your promise to treat employees and customers with dignity and respect goes equally for social media. Check to see that your posts are dignified, respectful and honest.
- **Be cautious.** If you have any doubts about your post, stop and ask for help. This applies especially for posts about our business policies or if you are generally unsure whether your post will violate our social media policy.
- Managers, consider what is appropriate when it comes to sending "friend" or "connection" requests. Ask yourself: Do these requests truly have a company business purpose? When in doubt, do what is best for United. We will never act against an employee who rejects a "friend" or "connection" request from any other employee.
- Remember to protect any confidential business information. This includes content from internal tools, presentations, emails or articles that the company shares internally. What information is okay to share? Talk it over with your supervisor, the Ethics & Compliance Office or Corporate Communications before posting.



## ... And Don'ts

- Don't let personal use of social media get in the way of the time you are supposed to spend on work. Limit social media to break time and the time you spend away from work.

Although we all impact the reputation of United, avoid making posts that sound like you speak on behalf of United. Make sure your posts clearly state that your views are yours alone; you speak only for yourself. Steer clear of using or registering usernames or sites with the name "United," "UA," or "UAL." Stay away from our trademarked images, such as logos, as part of your profile or header photos. In general, avoid giving any impression that your posts come from United.

For the sake of security, please avoid using your company email address to register for social media sites.

## What else should you know about social media at United?

Some employees have job duties where we expect them to take part in social media on our behalf. We give these employees company-approved guidelines and trainings, so any posts, accounts or pages conducting any form of business or representing United should only be managed by these individuals.

United's Corporate Communications department does occasionally collaborate with employees who may be referred to as "influencers." In general, this social media content is created voluntarily and is not considered an endorsement by the company or an official job duty.



## Privacy and security when using social media

For the sake of everyone's security, please keep names, addresses and other personal information about our team members and customers confidential. Legal and Corporate Communications approval is required before posting customer or employee names, addresses or other information about them, and only designated employees will be authorized.

## Complaints

Don't let complaints become a part of your social media activity. If you feel United should investigate something, avoid posting negative remarks and instead call, email or meet in person with management and HR. You can also use the Ethics & Compliance Helpline or email address.

You can make a report to the Ethics & Compliance Office through one of the following channels:

- Ethics & Compliance Helpline: 1-800-461-9330 (within the United States). Employees outside the United States should visit the website listed below to find their local number.
- Web: [ethicsandcompliancehub.ual.com](https://ethicsandcompliancehub.ual.com)
- Email: [ethics@united.com](mailto:ethics@united.com)
- Mail: Ethics & Compliance Office, 233 S. Wacker Dr., Chicago, IL 60606



## Compliance

When you take part in social media, we expect you to follow all company policies, including the Information Security Policy, the Code of Ethics and Business Conduct and any policies in our Working Together Guidelines, which includes Communications, Using Information Systems, Social Media and External Media Guidelines, as well as our uniform standards (if showing yourself or other United employees in uniform).

If you misuse or abuse our information services or fail to follow this policy, we may have to take corrective action up to and including termination.

**Now and then we may adjust this policy,** so please check it occasionally for updates.

