



Social Media/Blogging/Online Publishing

NBC News encourages participation in social media, blogging, and other online publishing platforms. These can be an effective way to tell stories, gather the news, verify information, engage our audience, make our business more transparent and provide a level of detail and personal perspective not possible in more traditional formats for broadcast, cable or the web.

First, seek prior approval from the Director of Social Media before you create a Twitter feed, blog or other forms of content distribution that relate to your NBC News work.

Always remember, when posting on NBCUniversal affiliated platforms - whether they are an extension of msnbc.com or any NBCUniversal site, NBC News Facebook fan pages, Twitter feeds or other similar platforms - you are a representative of NBC News. Such posts, while often written or presented in an informal style, should meet the journalistic standards of NBC News. Do not post anything that might compromise your integrity or the integrity of NBC News.



Social Media/Blogging/Online Publishing

Do's and Don'ts on social media or other platforms

Do:

- Be accurate and fair
- Be responsive to and respectful of our readers and fellow colleagues; it's all about building community through a civilized dialogue
- Respect copyright laws and privacy rights
- Be careful when linking to other sites. Check them out before linking to them
- On Twitter, add to your public profile language such as: "Links and Retweets are not endorsements"
- Make it clear retweets are for informational purposes only and do not reflect your personal opinion
- Use common sense. When in doubt, consult your supervisor

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Do's and Don'ts on social media or other platforms

Don'ts:

- Don't tweet, retweet, post or link to anything that NBC News is not prepared to report on air or on line
- Don't post anything that might be embarrassing to NBCUniversal or its personnel
- Don't post anything (i.e., memberships or associations or even pictures) on your personal profile that you may regret later
- Don't post NBC News reporting material (notes, stills, video, etc.) or any unpublished material that you record with your own camera while on an NBC News assignment without permission of the supervising producer of the segment
- Don't take positions on controversial or political issues unless an exception has been approved. (See: Opinion in the NBC News Policies and Guidelines for exceptions.) If you are permitted to post an opinion, make sure it is clear that it is your opinion and not that of NBC News
- Don't reveal any confidential or proprietary information or violate federal securities rules
- Don't defame or disparage anyone. In spite of the informal style of blogs, we can be held legally accountable for what you publish, just as if it were broadcast

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Social Media in your personal life

Many NBC News personnel participate in social networks and content-sharing sites such as Facebook, Twitter, Foursquare and blogs related to their private interests and pursuits.

It is impossible to create comprehensive guidelines to cover all of the situations in which these private activities might create a conflict with NBC News standards, but recognize that the line between the public and private is increasingly blurred. You would be wise to presume that nothing on the Internet is either private or confidential.

A few guidelines on your personal activities on the internet:

- Remember that comments posted on the Internet, particularly with respect to subject matters that you may regularly cover, may reflect on your objectivity and credibility and on the reputation of NBC News
- Take care with your personal profile on Facebook and other social media platforms not to express or identify with any particular political leaning or controversial topic that NBC News might cover
- Do not comment on NBCUniversal related matters or any confidential inside information without permission from senior NBC News management
- Do not express political opinions or opinions on controversial topics that may be the subject of reporting by NBC News without permission from senior NBC News management.
- When in doubt, please contact your supervisor, the Executive Producer for Standards, or the Editor-in-Chief, msnbc.com or their designees



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Identification

Many blogs and social networks encourage the use of “usernames” or pseudonyms. Some solicit content or comments anonymously through unsigned contributions or anonymous “tip boxes.”

It is the policy of NBC News that its personnel identify themselves when publishing content about, or commenting on, matters that pertain to their own reporting or any aspect of NBC News or NBCUniversal.

As a general rule, if you are working on a story or project for NBC News, you should at all times disclose who you represent and include your e-mail address. There may be occasions when NBC News journalists feel the need to operate anonymously on the Internet while researching or gathering information for an investigative or sensitive report. These and any other exceptions should be approved by the Executive Producer for Standards or the Editor-in-Chief, msnbc.com.

If you are posting to a site where you already have a pre-existing username, be certain to identify yourself as a representative of NBC News or msnbc.com when blogging about matters that relate to NBC News or NBCUniversal. This includes posting online comments on other people’s work. Any exceptions must be approved by the Executive Producer for Standards or the Editor-in-Chief, msnbc.com.

Be aware that it is virtually impossible to post items anonymously. There have been numerous examples of inappropriate postings that were intended to be anonymous, but were traced back to the individual doing the posting or to the company computer from which the post was made.