



Social Media Policy

Social media including, but not limited to, personal and professional web sites, blogs, chat rooms and bulletin boards; social networks such as Facebook, LinkedIn, Twitter, Four Square, Tumblr and My Space; video-sharing and picture-sharing sites such as YouTube and Instagram; and e-mail are a common means of communication and self-expression. Because online postings can conflict with the interests of the Company and its clients, the Company has adopted the following policy which applies to all employees, regardless of position or location. Breach of this policy may result in legal action and/or disciplinary action, including termination of employment.

Guidelines

The same principles and guidelines found in the Company's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects clients, suppliers, people who work on behalf of the Company or the Company's legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines, the Statement of Equal Opportunity Employment, and the Policy against Workplace Harassment, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to fellow associates, clients, suppliers or people who work on our behalf. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our communications policies than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, employees, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Company, fellow employees, clients, suppliers, people working on our behalf, or competitors.

Post only appropriate and respectful content

Maintain the confidentiality of the trade secrets and private or confidential information of the Company. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology, as well as operational manuals and standards, training materials, new service plans, vendor negotiations, marketing and media plans, test market data, or product specifications. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

Do not create a link from your blog, website or other social networking site to our website without identifying yourself as a Care Bridge Home Care, Inc dba Home Instead Senior Care employee.

Express only your personal opinions. Never represent yourself as a spokesperson for the Company. If the Company is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that

your views do not represent those of the Company, fellow employees, clients, suppliers or people working on the Company's behalf. If you do publish a blog or post online related to the work you do or subjects associated with the Company, make it clear that you are not speaking on the Company's behalf. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Hearthside Inc dba Home Instead Senior Care."

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Information Systems and related policies. Do not use your Company email addresses to register on social networks, blogs or other online tools utilized for personal use.