



Media Relations and Social Media Policy

Category

Marketing

Policy Owner

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Country/Countries

USA/Canada/UK

Media Relations and Social Media Policy

Media Relations

NFP Corp., an Aon company, including its subsidiaries and affiliates (collectively, “NFP”), maintains an enterprise-wide media relations function that aims to position the company, its executives and designated subject matter experts as thought leaders. The primary media channels are national business and industry trade publications, mainly across the P&C insurance brokerage, benefits consulting, wealth management and retirement plan advisory landscape. NFP works with these media assets to effectively reach a variety of audiences to share our story, news, research and point of view with the public.

The NFP Communications function is the official company liaison to the media. Along with our public relations agency partners, this team is responsible for initiating, developing, and maintaining effective, productive, and beneficial relationships with the media. The function is also responsible for coordinating official company comments on all matters. This team, among other tasks, collaborates with the business on developing story ideas, pitches the media, creates press releases, arranges interviews, provides media training and interview preparation, and handles requests for information.

The Press

NFP manages media relationships with extreme care, primarily to mitigate the inherent risk in working with the press, which could bring reputational and financial harm to NFP and its brand. All press interviews between the media and our employees must be sanctioned by the Communications team and should be truthful, on the record, and compliant with applicable law. We require the Communications team to supervise all media relations activities.

Most press inquiries originate with our Communications team, yet sometimes reporters contact you directly. If a journalist contacts you to answer questions or engage in an interview, do not respond to the questions — instead, please inform the Communications team. Best practice is to note the journalist’s name, contact information, publication or company, and nature of the inquiry, while letting the reporter know you will forward this information to the appropriate Communications colleague. Once you contact the Communications team, they will provide guidance on an appropriate response.

You are prohibited from discussing confidential or sensitive information with the media, such as business strategy, pricing information, internal sales results, company financial information, vendor quotes, client data, or any other similar information, unless you have been given permission to do so. You must never disclose client information to the media without the client’s permission, whether the information is considered “confidential” or not.

Outbound Initiatives



From time to time, NFP offices have news they want to communicate through the media. To increase the enterprise value of these communications, please submit your request (including for rankings and surveys) directly to the NFP Communications team. They will work with you to coordinate your story and message, as well as facilitate the release of this information.

Press Releases

NFP issues press releases frequently to disclose information meant for the public. Press releases are prepared, reviewed, approved, and then issued by the Communications team in accordance with NFP's established policies, procedures, and practices. Managers should take appropriate actions to ensure these policies are communicated to members of their staff. If you have any questions, please feel free to contact the Communications team. We greatly appreciate your cooperation, support, and all that you do to make NFP a great company.

Social Media

NFP understands that social media is an integral part of our daily lives and a convenient way to share your life and opinions with family, friends, and colleagues. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines.

Guidelines

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the internet, including but not limited to a web log (or blog), journal or diary, personal website, social networking or affinity website, web bulletin board or chat room, as well as any other form of electronic communication, regardless of whether it is personal in nature or affiliated in any way with NFP.

The same principles and guidelines found in NFP'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 involved. Any commentary or posting relating to your work or NFP would have an impact on NFP or its reputation. You are required to maintain the confidentiality of our clients' information at all times. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or members, customers, suppliers, people who work on behalf of NFP or NFP's legitimate business interests may result in disciplinary action up to and including termination. Nothing in this Media Relations and Social Media Policy is intended to unlawfully impair or interfere with your rights under Section 7 of the National Labor Relations Act.

Be Respectful and Know and Follow the Rules



In addition to complying with NFP's Anti-Harassment Policy, Equal Employment Opportunity policy, the Code of Business Ethics and Conduct, and the Information Technology (IT) Policy, do not post content or express a viewpoint on another's post that employees, officers, customers, clients, business partners, suppliers, contractors, and people who work with or on behalf of NFP would find offensive, which may include but is not limited to, discriminatory remarks, profanity, ethnic slurs, sexist comments, abusive language, obscenity, harassment, threats of violence or other similar inappropriate or unlawful conduct. Such conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Always be fair and courteous to fellow employees, officers, customers, clients, business partners, suppliers, contractors, and people who work with or on behalf of NFP. Do not post comments about a coworker, customer, or vendor that could be perceived as harassing, threatening, retaliatory, or discriminatory. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your colleague, manager, or human resources representative than by posting complaints to a social media outlet.

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 posts can be searched. Never post any information you know to be false or unsubstantiated rumors about NFP, its officers, employees, customers, suppliers, or people working on behalf of NFP or competitors.

Post Only Appropriate and Respectful Content

NFP expends significant costs and resources to develop and protect its trade secrets and confidential and proprietary information ("Protected Information"). To avoid unauthorized or inadvertent disclosure, it is necessary that you comply with your covenants and obligations regarding not disclosing NFP Protected Information. Avoid posting or sharing anything that may compromise, jeopardize or disclose, even inadvertently, such protected information.

Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities.

Do not create a link from your blog, website or other social networking site to NFP's website without identifying yourself as a company employee.

Express only your personal opinions. Never represent yourself as a spokesperson for NFP. If NFP 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 NFP, company officers, employees, customers, suppliers or people working on behalf of NFP. If you do publish a blog or post online related to the work

you do or personnel employed with NFP, make it clear that you are not speaking on behalf of NFP. 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 NFP, its subsidiaries, or affiliates."

Avoid making negative comments — especially about our customers or clients. Don't share details about customer visits – whether private or public figures – without their express written permission (unless you receive express written permission from an authorized NFP representative).

Using Social Media at Work

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

Updating Information upon Termination

Following your last date of employment, you should update all social media, electronic and other publications to reflect that you are no longer employed by NFP or its subsidiaries, unless you are transferring to another NFP company, in which case you should update such publications accordingly.

Retaliation Is Prohibited

NFP prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

NFP Social Media Sites

On occasion, NFP may videotape or photograph your image for use on NFP's intranet or internet sites, employee newsletters, client marketing materials, or social media sites. Employees may not be informed in advance of the specific use of such image, and no special compensation will be provided. Unless the employee specifically objects to such use, consent is presumed.

Recording Policy

Due to the potential of issues arising, such as invasion of privacy, harassment, and loss of productivity, the use of voice recording devices, including mobile devices, anywhere on company property, including for purposes of recording conversations or activities of other employees or management, or while performing work for NFP, is strictly prohibited, unless the device was provided to you by NFP for recording purposes and is used solely for legitimate business reasons. No conversations are taped without the express permission of all those present.