

Social Media Guidelines

These are the official guidelines for social media at Intelligence Analysis Training Ltd. If you're an Intelligence Analysis Training Ltd employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off www.intelligenceanalysisitraining.com these guidelines are for you. We expect all who participate in social media on behalf of Intelligence Analysis Training Ltd to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge so check back once in awhile to make sure you're up to date.

In today's world, just about everything we do online can be traced and can have an impact (for better or worse) on a company. Intelligence Analysis Training Ltd doesn't want to control what is said on personal social networking websites. But we do want to remind you that the company policies extend to all forms of communication.

Part of Intelligence Analysis Training Ltd's mission is to "provide distinctive quality and unparalleled customer service," and social media can help us with this. However, there is a certain etiquette you should abide by when participating online, especially if you're using social networks for any business purposes. The goal of this document is not to be restrictive, but to provide some loose guidelines on proper social networking etiquette. A lot of this is common sense, but it is important that we have a consistent policy so people know what is expected.

What Is Social Media?

Social media can be roughly defined as the tools and content that enable people to connect online, share their interests and engage in conversations. Examples include blogs, microblogs, wikis, media-sharing sites, social networks, and bookmarking sites.

Why Participate?

- Stay in contact with people you know
- Extend your network
- Formalise a relationship with someone you met in person by connecting online
- Establish new relationships with people you may not have met otherwise
- Learn who your acquaintances are connected to and ask for introductions
- Establish your credentials and build your professional reputation
- Become an authority in your area of expertise
- Be the go to person for information and referrals
- Build trust

- Sharing good information and engaging in conversations will help you become more trusted over time. People do business with people they trust
- Learn new things
- Connect with thought leaders and learn about new tools and trends
- See what others are saying about key issues and news

General Guidelines

These policies mainly apply to individuals who decide they want to participate in social media conversations on behalf of Intelligence Analysis Training Ltd. We don't want to force anyone to participate, but if you do, please make sure you understand and follow these guidelines. Even if you don't choose to officially participate, please be mindful that your behavior at all times reflects on Intelligence Analysis Training Ltd as a whole. Do not write or post anything that might reflect negatively on Intelligence Analysis Training Ltd.

When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction and we believe social computing can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Intelligence Analysis Training Ltd and the things we care about.

If you participate in social media, please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at Intelligence Analysis Training Ltd and in the world.
- Post meaningful, respectful comments, in other words, no spam and no remarks that are off topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow the Intelligence Analysis Training Ltd Code of Conduct and the Intelligence Analysis Training Ltd Privacy Policy.

Rules of Engagement

Be transparent. Your honest or dishonesty will be quickly noticed in the social media environment. If you are blogging about your work at Intelligence Analysis Training Ltd, use your real name, identify that you work for Intelligence Analysis Training Ltd, and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. Transparency is about your identity and relationship to

Intelligence Analysis Training Ltd. You still need to keep confidentiality around proprietary information and content.

Be judicious. Make sure your efforts to be transparent don't violate Intelligence Analysis Training Ltd's privacy, confidentiality, and legal guidelines for external commercial speech. Ask permission to publish or report on conversations that are meant to be private or internal to Intelligence Analysis Training Ltd. All statements must be true and not misleading and all claims must be substantiated and approved. Product benchmarks must be approved for external posting by the appropriate product benchmarking team. Please never comment on anything related to legal matters, litigation, or any parties we are in litigation with without the appropriate approval. If you want to write about the competition, make sure you know what you are talking about and that you have the appropriate permission. Also be smart about protecting yourself, your privacy, and Intelligence Analysis Training Ltd Confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

Write what you know. Make sure you write and post about your areas of expertise, especially as related to Intelligence Analysis Training Ltd and our technology. If you are writing about a topic that Intelligence Analysis Training Ltd is involved with but you are not the Intelligence Analysis Training Ltd expert on the topic, you should make this clear to your readers. And write in the first person. If you publish to a website outside Intelligence Analysis Training Ltd, please use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent Intelligence Analysis Training Ltd's positions, strategies, or opinions." Also, please respect brand, trademark, copyright, fair use, trade secrets (including our processes and methodologies), confidentiality, and financial disclosure laws. If you have any questions about these, see your Intelligence Analysis Training Ltd legal representative. Remember, you may be personally responsible for your content.

Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an Intelligence Analysis Training Ltd employee, you are creating perceptions about your expertise and about Intelligence Analysis Training Ltd by our shareholders, customers, and the general public and perceptions about you by your colleagues and managers. Do us all proud. Be sure that all content associated with you is consistent with your work and with Intelligence Analysis Training Ltd's values and professional standards.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open ended and invites response. Encourage comments. You can also broaden the conversation by

citing others who are blogging about the same topic and allowing your content to be shared or syndicated.

Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication from Intelligence Analysis Training Ltd should help our customers, partners, and co-workers. It should be thought provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand Intelligence Analysis Training Ltd better then its adding value.

Your Responsibility: What you write is ultimately your responsibility. Participation in social computing on behalf of Intelligence Analysis Training Ltd is not a right but an opportunity, so please treat it seriously and with respect. Please know and follow the Intelligence Analysis Training Ltd Code of Conduct Filetype/Size: PDF 596KB. Failure to abide by these guidelines and the Intelligence Analysis Training Ltd Code of Conduct could put your participation at risk. Contact admin@intelligenceanalysisitraining.com for more information. Please also follow the terms and conditions for any third party sites.

Create some excitement. As a business and as a corporate citizen, Intelligence Analysis Training Ltd is making important contributions to the world, to the future of technology, and to public dialogue on a broad range of issues. Our business activities are increasingly focused on high value innovation. Let's share with the world the exciting things we're learning and doing—and open up the channels to learn from others.

Be a Leader. There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors or Intelligence Analysis Training Ltd. Nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics, like politics or religion, slide more easily into sensitive territory. So be careful and considerate. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it's hard to stop.

Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post just make it clear that you have done so.

If it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your manager or legal representative. Ultimately, what you publish is yours, as is the responsibility. So be sure.

Contractors & Endorsements

Intelligence Analysis Training Ltd supports transparency. We are committed to ensuring that our social media practitioners (including blogs, Twitter*, forums and any other social media) clearly disclose relationships and endorsements, and that statements about Intelligence Analysis Training Ltd products are truthful and substantiated.

Please remember that any social media experts contracted, seeded or in any way compensated by Intelligence Analysis Training Ltd must follow the Intelligence Analysis Training Ltd Sponsored, Seeded or Incentivised Social Media Practitioner Guidelines. As part of these guidelines, you need to disclose that you have been seeded or otherwise compensated by Intelligence Analysis Training Ltd. Your blog will be monitored for compliance with our guidelines and accurate descriptions of our products and claims.

Moderation Guidelines

Moderation is the act of reviewing and approving content before it's published on the site (This applies to social media content written on behalf of Intelligence Analysis Training Ltd, whether the site is on or off intelligenceanalysisitraining.com). Intelligence Analysis Training Ltd does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, executables, and documents).

While we strongly encourage user participation, there are some guidelines we ask you to follow to keep it safe for everyone. In addition, Intelligence Analysis Training Ltd has put in place automated controls to combat spam and malicious content. Please note that content originating inside Intelligence Analysis Training Ltd is not moderated. This means we allow our blog authors to post directly without approval, as long as they have taken the required trainings.

Pre-moderation. Even when a site requires the user to register before posting, simple user name and email entry doesn't really validate the person. So to ensure least risk/most security, we require moderation of all UGC posts before they are published (pre-moderation).

Community moderation. For established, healthy communities, group moderation by regular users can work well. This will sometimes be allowed to take the place of pre-moderation it must be applied for and approved.

Balanced online dialogue. Whether content is pre-moderated or community moderated, follow these three principles: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then we approve the content, regardless of whether it's favourable or unfavourable to Intelligence Analysis Training Ltd. But if the content is ugly, offensive, denigrating and completely out of context, then we reject the content.

Intelligence Analysis Training Ltd Sponsored, Seeded or Incentivised Social Media Practitioner Guidelines

Intelligence Analysis Training Ltd supports transparency. We are committed to ensuring that our social media practitioners (including blogs, Twitter*, forums and any other social media) clearly disclose relationships and endorsements, and that statements about Intelligence Analysis Training Ltd products are truthful and substantiated.

If you are a social media practitioner who has been seeded with product, incentivised, or otherwise have an ongoing relationship with Intelligence Analysis Training Ltd, these guidelines apply to you. If you have any questions or concerns regarding these guidelines, please get in touch with your Intelligence Analysis Training Ltd sponsor.

Rules of Engagement for Intelligence Analysis Training Ltd Sponsored, Seeded or Incentivised Social Media Practitioners

Be transparent. Intelligence Analysis Training Ltd supports transparency about your identity and relationship to Intelligence Analysis Training Ltd. We are committed to ensuring that our sponsored social media practitioners (including blogs, microblogs, forums, and any other social media) clearly and conspicuously disclose their relationship to Intelligence Analysis Training Ltd, including incentives and sponsorship. Please be sure this information is readily apparent to the public and readers of each of your posts.

Write about your experience. Please do not make general claims about the products, but talk specifically about what you experienced.

Write what you know. We encourage you to write in the first person and stick to your area of expertise as it relates to Intelligence Analysis Training Ltd technology.

Your responsibility. Keep in mind that what you write is your responsibility and failure to abide by these guidelines could put your Intelligence Analysis Training Ltd sponsorship or incentive at risk. Also please always follow the terms and conditions for any third party sites in which you participate.

Moderation Guidelines for Intelligence Analysis Training Ltd Sponsored, Seeded or Incentivised Social Media Practitioners.

Intelligence Analysis Training Ltd monitors social media related to our business, including the activities of our sponsored, seeded or incentivised SMPs. We are committed to truthful and accurate representation of Intelligence Analysis Training Ltd products.

If we find any statements or claims that are false or misleading, we will contact you for correction. If, as a sponsored SMP, you are found to consistently and repetitively make false or misleading statements about

Intelligence Analysis Training Ltd, Intelligence Analysis Training Ltd products, or Intelligence Analysis Training Ltd services, we may discontinue our relationship with you.

Last updated: February 2011

Signed:

Anthony John Gill B.Sc. PGCE Asc.IAIP.

Position: DIRECTOR

Dated: 13th February 2011