



Social Media Policy

AAA understands that some employees and members participate in social networking sites (e.g. Facebook, Twitter, YouTube, LinkedIn, Pinterest) and create and maintain personal Web sites, including blogs.

AAA respects employees' and members' online social networking and personal internet use and privacy. However, your online presence can affect AAA as it relates to any words, images, posts, and comments related to AAA. Staff and members should be mindful to use electronic media, even on their own personal time, responsibly and respectfully toward others.

Because employees' and members' online comments and postings can impact AAA's public perception or identity, AAA has adopted the following policy that employees and members should observe when participating in social networking sites and/or engaging in other forms of internet use on and off duty.

It may be considered a breach of acceptable employee or member ethical conduct to post on any public or private website or other forum, including but not limited to discussion lists, newsgroups, listservs, blogs, information sharing sites, social media sites, social or business networking sites such as LinkedIn, Facebook, or Instagram, chat rooms, telephone-based group communications such as Twitter, or any other electronic or print communication format, any of the following:

- (1) Anything that may harm the goodwill or reputation of AAA or any disparaging information about AAA.
- (2) Any disparaging, discriminatory, slanderous, libelous, or harassing information concerning any customer, member, employee, vendor or other person associated with AAA. AAA's policies prohibiting harassment apply online as well as offline.
- (3) Any intellectual property such as but not limited to any confidential information, trade secrets, or intellectual property of AAA obtained during your employment or membership, including information relating to finances, research, development, marketing, customers, operational methods, plans, and policies.



(4) Any private information relating to a customer, employee, member, or vendor of AAA.

This Policy applies regardless of where or when employees or members post or communicate information online.