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## QRS SOCIAL MEDIA POLICY

Social media is changing the way we work, offering a new ways to engage with customers, colleagues, and the world at large. We believe this kind of interaction can be used positively to help you to build stronger, more successful business relationships on behalf of QRS.

These are the official guidelines for participating in social media for all employees and casual staff. If you're creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media, these policy guidelines apply to you. This policy will evolve as new social networking tools emerge, so it is your responsibility to regularly view this policy to ensure you're up to date.

### 1. Disclose

Your honesty—or dishonesty—will be quickly noticed in the social media environment. Please represent QRS ethically and with integrity.

- **Be transparent and truthful:** Use your real name, identify that you work for QRS, if relevant, and be clear about your role.
- **Be yourself:** Stick to your area of expertise; write what you know. If you publish to a website, particularly related in any way, directly or indirectly, to the market research industry, without the express permission of QRS, please use a disclaimer something like this: "The postings on this site are my own views and don't represent QRS's positions or opinions."

### 2. Protect

Make sure that you do not violate the QRS confidentiality agreement that you have signed. Remember, if you're online, you're on the record—everything on the Internet is public and searchable. And what you write is ultimately your responsibility.

- **Don't reveal confidential information:** Never reveal any QRS or QRS client's confidential information. If you're unsure, check with QRS. Confidential topics include (but are not limited to): Anything related to any project you are working on, any client identify, any details relating to any respondent you may have had contact with or see details of during the course of your work, any non-published financial information and any QRS or client related product information that is not currently in the general domain.
- **Respect other people and companies:** Anything you publish must be true and not misleading. It should not be detrimental to any other person or organisation.

### **3. Use Common Sense**

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an employee of QRS you are creating an impression – please ensure that it is a good and positive one.

**Don't be inflammatory :** Be careful and considerate and consider the way that you frame what you write, to ensure that you are not going to upset or offend other people.

**If you make a mistake:** Be upfront and admit it, be quick to make any correction necessary.