



Social Media Use

Originator: Human Resources

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Applies to: All Duke Energy Employees

THIS GUIDELINE DOES NOT CREATE A CONTRACT OF EMPLOYMENT OR ALTER THE AT WILL NATURE OF ANY EMPLOYEE'S EMPLOYMENT IN ANY WAY.

Philosophy

Social media tools -- blogs, wikis, social networks, etc. -- are changing the communication landscape and are great ways to learn, find resources, share ideas, gather feedback and test concepts. Duke Energy is one of the leading businesses to harness the power of these tools to foster innovation and collaboration.

With the implementation of SharePoint, new Portal technology, and internal and external technologies that can be accessed through the Portal and Internet (Duke Energy social media tools), Duke Energy has enabled you to join the dialogue at work. These Internal tools include functionality for customizable, personal profile pages (My Site), personal blogs, discussion boards and wikis.

We encourage you to use Duke Energy's social media tools constructively: to connect more effectively with your colleagues, educate yourself about our businesses, share your knowledge with others at the company and get to know coworkers in other locations. We also endorse your responsible participation in respectful and productive online conversations through external social media tools, but we want you to understand clearly the expectations related to your use of this emerging technology as a representative of Duke Energy.

Your Use of Duke Energy Social Media Tools

Please remember that as with all company-provided electronic communication tools, your use of Duke Energy social media tools is governed by the Code of Business Ethics, the Electronic Communications - IT 4000 policy and other applicable company policies, procedures and guidelines. You are responsible for how you use Duke Energy social media tools. Here are some things to remember regarding the proper use of Duke Energy social media tools:

- Continue to use existing channels to report concerns (e.g., your manager, human resources representative, the Ethics and Compliance Office, the EthicsLine, the I Can Help program, Nuclear Generation Department Employee Concerns Program, etc.)
- There is no such thing as an anonymous posting. You will be identified automatically whenever you respond to someone else's blog, contribute to a wiki or post to a discussion board. This is an open environment, so your posts are viewable potentially by all users, including your manager.
- Use good judgment and be respectful of others. Do not disparage your colleagues and do not post any content that is inappropriate, offensive, profane or demeaning.
- It is inappropriate to use Duke Energy social media tools in a manner that interferes with your productivity or the productivity of others. Remember that Duke Energy social media tools are designed to allow you to do your job more effectively and collaborate with your colleagues.



Social Media Use

- It is also inappropriate to use Duke Energy social media tools to promote businesses where you have an opportunity for personal or family gain or otherwise create a conflict of interest.
- As with email and instant messaging, your use of Duke Energy social media tools is subject to monitoring and the company reserves the right to remove any content deemed inappropriate, disparaging, offensive or in violation of applicable company policies, procedures or guidelines.
- If you see anything that you believe to be inappropriate or offensive, report your concerns to your supervisor, human resources representative or the Ethics and Compliance Office. Of course, you may also report your concerns anonymously through Duke Energy's EthicsLine.
- When sharing information through Duke Energy social media tools, you must comply with the IT Security Policy, Standards and Procedures and FERC Code of Conduct and Standards of Conduct.
- You should not use Duke Energy social media tools to discuss or disclose confidential or proprietary information of the company, non-public information related to the current or future performance of the company. You should not disclose the personal information of others, including their photograph or likeness, without their permission. Confidential dialogue between colleagues should be reserved for private communication channels.
- Non-exempt employees should consult with their supervisor or manager if they plan to use Duke Energy social media tools to perform work for the Company outside of their normal work schedule.
- Do not use Duke Energy social media tools to solicit your fellow employees in an inappropriate manner.
- If you have any questions as to what constitutes the appropriate use of Duke Energy social media tools, please talk to your supervisor or a human resources representative.

Use of External Social Media Tools

Many of the common sense guidelines discussed above apply equally to your use of external social media and online networking tools such as MySpace, Facebook, LinkedIn and electronic message boards. Here are some additional reminders regarding your use of external media, some of which are also relevant with regard to your use of Duke Energy social media tools:

- We encourage you to post honestly and not anonymously. While your name will automatically be included on any internal posts, you should also avoid the use of pseudonyms or screen names in external posts.
- Even if you choose to disguise yourself, remember that the Web is an open technology and your identity can be uncovered by others with a little bit of technical expertise and digging. Also, many posts cannot be edited or erased ... so your comments are there to stay. Be thoughtful.
- When you speak out on public issues, a position taken by the company, or your job, make sure that you do so as an individual. Don't give the appearance that you are speaking or acting on Duke Energy's behalf. Only authorized spokespersons may make official statements on behalf of Duke Energy. For more information, refer to the Media and Public Release of Information standard.
- For that same reason, don't create an official-looking Duke Energy online group or use the Duke Energy logo when doing so.
- In theory, everyone in cyberspace is watching everyone else. And others from Duke Energy may be viewing your external posts. We encourage you to add value to the conversation, not just to post for the sake of posting. Strive to ensure that your comments are on-target and relevant to the conversation.



Social Media Use

- If you speak out on Duke Energy issues as an individual, do not be offensive, disparaging, inappropriate or argumentative. Instead, remain respectful and tactful. If you are responding to criticisms of Duke Energy, it is best to remain factual and professional.
- Never disclose, discuss or comment upon Duke Energy confidential or proprietary information, non-public information regarding the financial performance of the company or the personal information of Duke Energy employees.
- Do not use someone else's words or content inappropriately. Always comply with copyright laws and cite your sources. Whenever possible, link back to information you are sharing from other sites, blogs, etc.

A Few Concluding Thoughts

If you have any questions about the application of this guideline, please contact your supervisor or human resources representative. Please remember that your violation of this guideline or any applicable Duke Energy policy or procedure through the improper use of internal or external social media could result in corrective or disciplinary action.