



social media handbook

company usage guidelines

Orange

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References:

Social media security company policy

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further help: Thanks for reading through this document. For further help, see <http://www.orange.com/smg>

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creative commons notice

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who should read this document?

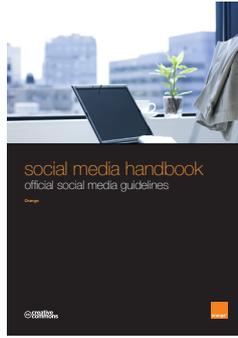
This document is for all Orange employees who wish to use social media to accomplish professional tasks or to express themselves on behalf of Orange. These guidelines are also applicable to all contractors working with or on behalf of any company or department which is part of Orange.

It therefore applies to the following:

- **internal staff:** employees of the parent company and consolidated subsidiaries, interns paid by Orange, working permanently or temporarily in Orange , identified on an individual basis within Orange;
- **external staff:** temporary staff, subcontractors, co-contractors and facilities management staff, who are identified individually and are involved in internal processes and the company's core business.

This guide does not apply to Orange employees who use the external community internet with their own account in a private context.

This guide is available to the public at the address <http://www.orange.com/smg>



This guide is aimed at users and potential users of social media within Orange. The purpose of this document is to promote and encourage the proper use of social media, as well as enable the dissemination of social media usage across the organization.

It was designed to be consistent with the social media security policy document.



This is a technical document which describes the main social media usage principles with regard to how information should be handled externally. This is the underlying document behind the social media handbook.

Both documents are consistent and promote – one from a user perspective, the other from a technical perspective – the suitable and sensible use of social media within the Orange.

overview of our social media guidelines

The Orange social media guidelines consist of a series of documents, some of which are internal and others available to all under a standard creative commons license. These guidelines are made available at the url <http://orange.com/smg>.

The two main documents which make up the Orange social media guidelines are:

- 1. the social media handbook** (this document), i.e. the user manual aimed at explaining what social media is, what the Orange's strategic objectives are and how it should be used;
- 2. the social media security company policy**, which is an internal policy document whose purpose is to describe what should and shouldn't be done in social media.

These two documents were designed to be consistent with one another. The social media handbook is aimed at users, whereas the social media security policy document describes the Orange's security policy in a more technical manner.

These documents were written by the Orange communications department (DIRCOM) and the Orange security department (aka DSEC) and are the result of discussions with a number of representatives in charge of social media in various entities. Feedback on these documents is welcome and greatly encouraged as they are intended to evolve over time. Orange staff can contribute via the "contact" link at <http://orange.com/smg>.

Managers in various Orange entities and countries are welcome to adapt those guidelines to their own requirements and/or languages as well as any local legislation when applicable, upon condition that these managers refer to the general principles at <http://orange.com/smg>,

which remain applicable to the Orange as a whole.

When those guidelines have been adapted to a particular region in a foreign language and/or in English, contributors are encouraged to contact our Orange communications department (see how to contact us section on page 2) in order to add these specific guidelines to the central repository.

foreword



Yann Gourvenec
Director, Web, Digital & Social Media

Dear colleagues,

Social media has become immensely popular over a very short period of time. It is a global phenomenon, and the reputation for the web as a 'global village' has never been more pertinent. Journalists are using Twitter to report and bookmark information; blogs are now an integral part of the communications landscape in the 21st century and our very clients are using our services everyday in order to access their accounts, share information in real-time and cooperate on the web with passion. Over the past few years, enterprises, large and small, have also been involved in social media in order to engage directly online and even add a collaborative flavor to their own corporate websites.

Our Group's social media activity is very well established on both external discussion platforms (Twitter¹, Facebook, LinkedIn, YouTube or Dailymotion being some of the most significant examples) and internal ones (such as Piazza or internal blogs).

Many employees have already taken part in these online discussions in order to engage about the business or their passions. This guide is intended to support and encourage this activity because it helps, directly and indirectly, improve the Group's visibility and competitiveness.

In this social media guide you will find not only information about social media in general and how to use it, but also a collection of good practices and Orange guidelines for the proper usage of social media at Orange.

We advise you to embrace social media, read through the social media security policy document complementing this handbook, and to develop a strong fundamental knowledge of these tools. I asked the experts in my web, digital and social media department in cooperation with DSEC to create this handbook to help you use these tools as effectively as possible.

What makes the Orange special is our employees. By using social media and keeping abreast of those online technologies, you will contribute to our brand equity and the improvement of our image. I wish you good luck in your social media endeavors.

¹Follow our Group's twitter account at <http://twitter.com/orange> and our Facebook Orange page at <http://facebook.com/orange>.
The "worldwide" tab enables one to navigate amongst all Facebook pages within the Orange

about social media

tip: if you already know a lot about social media, you might want to skip these pages and jump to the our ambition section on page 14 which describes our objectives with regard to social media usage in the Orange.



Figure 1: as of September 2011, there are already more than 2 million Orange fans on Facebook

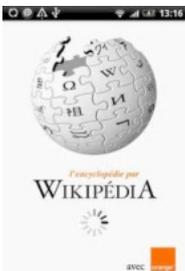


Figure 2: Orange has a strong partnership with Wikipedia (image from Android market)



Figure 3: keeping up with all that's said at Orange on Twitter with Orange timeline at <http://timeline.orange.com>

the web has changed

The Internet, through its hardware infrastructure and protocols and service layers, has become central to everything we do from data collection, business intelligence, the sourcing and selling of products and services. The web has changed not only the way we consume and produce information, but it has also changed the way people work and exchange and collaborate on a global basis.

Since the invention of the World Wide web by Tim Berners-Lee in 1990, businesses around the world have been harnessing its capabilities. Our Orange has become a major player in that field with a variety of online services, web sites and social media presence.

A significant proportion of our staff still wants to learn about social media and engage online, and this guide is will help them understand, master and engage properly on these channels. This document is educational and provides guidance, explanations and describes our policies on the proper usage of social media.

the social web and the collaborative revolution

Since 2004, social media (formerly web 2.0) has been the epitome of a second wave of web innovation. Multi-device applications have cropped up bringing live information to any user, anywhere. Collaboration, both in and outside the workplace, has become trivial. Consumers are now commonly developing user generated content (UGC) on a global basis, either for sharing among their friends or to produce and

disseminate knowledge and content throughout the world.

The world's most widely used encyclopedia for the past 10 years, Wikipedia , is also the result of a collaborative project, utilizing the contributions of hundreds of thousands of users across the world. Lastly, social networking sites like LinkedIn, Viadeo, Xing and Facebook are making it possible for people to create and develop human networks and exchange data and even work collaboratively.

what is social media?

Social media is a true accelerator of social contact via the Internet, putting individuals with shared interests in contact with one another, in order to cooperate online and offline.

They may be bloggers who express opinions and initiate debates on the Internet; or members of projects who make their dreams come true together and bring them to life online; consumers who react to or transform products; and innovators who - within an open innovation sharing community for instance - invent the future together. There are no limits to what can be done with the help of social media.

Social media is the expression that replaced the original web 2.0 moniker. But what was web 2.0? Very often, people use such expressions, mostly in the high-tech world, which are either vague or misunderstood by the general public. Thus, over the past few years, almost any project has been labeled "2.0 project" or "social media project". Delving deeper into the history, however recent, of web 2.0 and social media will help us get to grips with what it is really about and avoid misunderstandings.

Tim O'Reilly, founder of the

² See the founding article on Web 2.0 by Tim O'Reilly at <http://oreilly.com/web2/archive/what-is-web-20.html>

³ <http://en.wikipedia.org> in English but the encyclopedia now exists in many languages

⁴ Respectively : <http://linkedin.com>, <http://viadeo.com>, <http://xing.com>, <http://facebook.com>

eponymous publishing company⁵, has described the web 2.0 phenomenon in a trailblazing document which we have summarized in the following paragraphs.

There are three main factors which have made the social web what it is today. Here they are in greater detail:

the human factor

- **collective intelligence:** this concept was made popular by Howard Rheingold in his book *Smart Mobs: 'The Next Social Revolution'*⁶. Rheingold suggests that when a Orange decides to share its resources, Orange intelligence can emerge. According to this concept, groups are stronger than the mere sum of the individuals belonging to that Orange.
- **the user-producer:** With this new approach, one refers to users not just as visitors but as the people behind user generated content (UGC), that is to say content which is being produced by those who consume it. UGC is at the heart of the social web, and it turns users into producers, or co-producers, of the content that you will be generating. User-producers actually change the way that information is used; in the business world, the impact on the philosophy of advertising and product promotion is also tremendous: whereas advertising focuses on a message which is aimed at a "target", collective

intelligence tries to engage with consumers and turn them into brand advocates.

a new way of circulating information

- **RSS feeds:** RSS (really simple syndication⁷) feeds are more than just a new technical feature - they shape the way that information is circulated, aggregated and disseminated. RSS is a message standard based on the XML language, and includes full or summarized text plus additional data such as publishing dates and authorship. The messages are sent out dynamically and automatically to a user or feed reader⁸. However, RSS feed readers are increasingly embedded within web browsers or other software. One of the best integration of RSS feeds at the moment is that performed by the new social web-enabled browser Rockmelt⁹. The dissemination of RSS feeds, even when users aren't aware of them, is what is making a dynamic information-based Internet a reality.

the technological trigger

- **agile programming and mash-ups**¹⁰: the basic idea is that a web 2.0 site can be set up much more quickly than in traditional computing by using existing building blocks, bits of code (or data) from other sites and putting them together. Such components are then assembled to create a new platform with intrinsic added value. e.g. a web site which plugs

into online mapping software (such as Orange or Google maps) in order to enable location-based services and information platforms,

- **the web as a platform:** this is a resurgence of what used to be called ASP¹¹ technology in the 2000s and is now called Software as a Service (SaaS). This means that software is in the network rather than on the desktop.

These main factors (summarized in Figure 4) are what made the social web so different from what we understood the web to be in the last two decades, resulting in the creation of a great number of new Internet sites and services, based on the principles of web 2.0¹²

With the subsequent emergence of the concept of social media¹³ (i.e. towards the middle of 2008), consultants such as Frederic Cavazza (see Figure 5) and Brian Solis¹⁴ have attempted to depict graphically the scope of social media and the tools that were made available to us.

⁵ Check their website at <http://oreilly.com/>

⁶ Wikipedia has a thorough biography of Howard Rheingold, complete with links and references at http://en.wikipedia.org/wiki/Howard_Rheingold

⁷ Check Webopedia's online definition for RSS feeds: <http://www.webopedia.com/TERM/R/RSS.html>

⁸ The most popular RSS feed reader was developed by Google: <http://www.google.com/reader>

⁹ <http://rockmelt.com> is a social browser which includes native Facebook and RSS feeds

¹⁰ Wikipedia's definition of a mashup or web application hybrid is available at [http://en.wikipedia.org/wiki/Mashup_\(web_application_hybrid\)](http://en.wikipedia.org/wiki/Mashup_(web_application_hybrid))

¹¹ ASP is Application Service Provider

¹² refer to <http://go2web20.net> for a comprehensive list of web 2.0 websites

¹³ Strictly speaking, the term social media was probably coined quite a few years before, but it only emerged after mid 2008 (a history of the term social media is made available by Forbes at <http://blogs.forbes.com/jeffbercovici/2010/12/09/who-coined-social-media-web-pioneers-compete-for-credit/>)

¹⁴ See Brian's blog at <http://www.briansolis.com/>



Figure 5: Frederic Cavazza's description of the social web came at the right moment, in June 2008, before the term became known to all (<http://fredcavazza.net>)



Figure 6: social media champions can volunteer straight from the <http://orange.com/smg> page

tip: To start using Twitter, Facebook, Daily Motion, Linked In, You Tube etc. ensure that you have applied for an appropriate web. access by using the methodology described on page 11.

our ambition

Understanding, knowing, using and sharing on the social web is becoming compelling, not only for consumers but also for enterprises and their employees who want to stay competitive, improve their online reputation, engage with their customers and ecosystems, exchange ideas and even launch crowdsourcing initiatives. It is a great platform for unleashing ideas and generating enthusiasm around them.

It has also become central to brands who want to create close connections between them and their customers, beyond mere product marketing.

educating, empowering, encouraging

In our eyes, employee participation, (internally and externally) and empowerment are essential with regard to that process. It may mean that employees are part of LinkedIn groups, use Facebook profiles or pages, or use internal networking sites and blogs like Plaza to exchange ideas and thoughts with their colleagues, or maintain external

blogs and/or engage on online platforms, be they owned by Orange or not.

Those who have shown the way deserve to be our champions who can, in their turn, help others with their use of social media.

The empowerment of our staff is only possible if we provide the necessary support, education and guidelines for responsible usage of web resources and online collaboration. This guide is meant to help our champions and the rest of our staff with that objective.

encouraging the use of social media

This guide is therefore meant to encourage the practice of social media by delivering advice and tips to users, encouraging appropriate online behavior, advising users on do's and don'ts and educating them on not-so-good practices which must be avoided. We believe in the power of education and empowerment in order to positively encourage proper online behavior.

This document is mostly intended to help you with all your questions around those subjects.



Figure 4: summarizing social media in a few words

⁸ The most popular RSS feed reader was developed by Google: <http://www.google.com/reader>

⁹ <http://rockmelt.com> is a social browser which includes native Facebook and RSS feeds

¹⁰ Wikipedia's definition of a mashup or web application hybrid is available at [http://en.wikipedia.org/wiki/Mashup_\(web_application_hybrid\)](http://en.wikipedia.org/wiki/Mashup_(web_application_hybrid))

¹¹ ASP is Application Service Provider

a network of social media champions

Because our purpose is educational, we organized ourselves as a global project in order to actively support users in the field. A network of champions and helpers is set up across the organization. It is meant to grow and help us scale this project throughout the company. New champions can apply by contacting Orange social media team via <http://orange.com/smg>. The list of our champions is made available to all Orange staffers at <http://orange.com/smg/champions> and you can turn to them for questions, advice and guidance.

Orange employees who want to become social media champions do not need to be officially in charge of social media on behalf of marketing and communications or any other Orange entity. A champion can be a blog contributor, a personal blog owner, or just any employee who is knowledgeable in social media and online collaboration. Their knowledge and interest in social media can and should be shared with others in order to promote the use of social media at Orange both internally and externally.

With the help of that decentralized organization, we can now work towards the empowering of our employees in order to provide better visibility for Orange, improve our engagement with our customers and ecosystems, improve the likeability of Orange and fulfill our aim of becoming a digital coach in all the countries and sectors in which we operate.

where do we go from here?

Social media is a powerful communication tool, but it goes beyond just using the tools. It is important for everyone to understand the tools and their overwhelming benefits and also the risks one may come across when they are used inappropriately. It is also important to develop a strategy and execute that strategy while keeping in mind that we are all responsible for protecting our data and information.



In order to foster social media usage within the Orange, we have created the network of social media champions at <http://orange.com/smg/champions>.

social media guidelines for all Orange employees and contractors

using social media for professional purposes

This section describes the principles and the procedure for obtaining access and using social media in a secure and professional manner. You may use social media for a variety of professional purposes, including: business intelligence, customer meetings and presentations, internal presentations on various professional subjects, the opening of a social network account for recruitment purposes, accessing professional forums etc. Orange employees are encouraged to use social media for professional reasons and to engage in peer-to-peer discussions.

All such guidelines apply not only to Orange employees, but also to contractors working with or on behalf of Orange or any part of Orange.

For these particular purposes, however, users must not create profiles using Orange name or the Orange logo or any other characteristic pertaining to the

Orange brand. As to the use of the brand and its attributes, please refer

to the next chapter entitled guidelines for employees representing Orange officially on the social web, on page 27 of this social media handbook.

granting adapted web access to Orange professionals and contractors

Orange professionals must be granted access to the community Internet before they can use social media for business purposes. As specified in the social media security company policy, on the external community internet, "managers must allocate the necessary resources (in particular technical resources) to all employees they are responsible for in order for them to perform their duties, and ensure they allocate and remove community Internet access rights to and from these employees. Managers must formalize their staff's activity on the external community Internet in relation to their tasks or objectives, for example in their job descriptions or in their appraisal report."

how do you gain access?

1. talk to your management first, and explain that you need adapted access to the social web in order to perform your professional tasks. You can use this document to inform your manager about Orange social media policy;
2. access the IT system and submit your request for approval accordingly;
3. please note that obtaining adapted web access to the web for professional purposes implies that you have read and agreed with the best practices and recommendations included within our official social media guidelines;
4. a standalone document will be made available at <http://orange.com/smg/> in order to help you with that process depending on the organization you belong to.

video tutorials: to help employees create social media accounts easily and safely, we have made a few video tutorials available at <http://www.orange.com/smg/tutorials.jsp>.

recommendations regarding social media accounts

- 1. email addresses:** whenever possible, we recommend that you provide an email address alias which then forwards onto your professional email address so as to avoid direct access to your professional email address. To do so, you can use an external email provider such as your local Orange web mail portal (if there is one in your country), or a third party email service such as Yahoo!¹⁵ or Gmail;
- 2. avatars:** the photo used as an avatar for your accounts must be non-copyrighted and suitable. We also remind you that in this instance, you should not use the Orange logo or a Orange brand name for the creation of a personal account, so that web users do not confuse your personal account with an official Orange account.

In that instance, accounts created by Orange employees for professional reasons remain personal accounts, even though their purpose might be related to business;

- 3. Selecting a handle or nickname:** the choice of a handle or nickname must be in sync with its business target. Inappropriate nicknames such as Frenchkiss69 are for personal use only and should not be used in a professional environment.

We recommend that you create a handle or nickname out of parts of your surname and other keywords relevant to your business. A suitable nickname for an Orange employee dealing with networks for instance may be: networks.robertsmith or @robertsmith, or even @rsmithnw.

¹⁵ Depending on the country or how old your Yahoo! mail account is, mail forwarding may or may not be available for free. Please note that free mail services may also change their terms and conditions at any time as depicted by Yahoo! at <http://overview.mail.yahoo.com/enhancements/mailplus>.



Figure 7: for accounts used in a business environment we recommend quoting the name of the company so as to avoid disclosure issues, as well as adding a note that your messages (in this particular example, we have chosen Twitter) are your own and not necessarily related to your company.

rules for contributing, sharing and exchanging information

- 1. disclosure:** is compulsory by law in most countries. It is illegal to comment on things when one belongs to a company and fail to state that you work for this company. Every employee must disclose his/her identity: it consists of stating who you are and who you work for. We recommend that you remain professional and nuanced when posting and commenting, and to avoid any kind of quarrels online, especially of a personal nature. It is also necessary to add a note that your messages are your own and not necessarily related to your company (see Figure 7). Further details regarding disclosure are provided in the Socialmedia.org disclosure document to which we are linking directly from our social media guidelines page: <http://orange.com/smg>.
- 2. comments:** when commenting on a product and/or service or any other point directly related to Orange, it is essential that you enter the following phrase clearly and visibly, in italics or in brackets: [disclosure: I work for Orange] so as to comply with the legal framework and our disclosure guidelines and behave ethically. You might also add a few words about your job, when this is relevant;
- 3. expertise:** only publish

information within your field of expertise and double-check your statements before publishing. You are responsible for the quality and professionalism of the information you publish. Hence, even though you will not be officially representing Orange in that capacity, please be aware that the level of expertise that you will show will be associated with Orange and is essential to our image;

- 4. personal comments must be written in the first person:** keep all personal comments personal at all times and avoid using collective pronouns. Write: “in my opinion” versus “in our opinion” which would deceive readers into thinking that you are commenting on behalf of Orange;
- 5. fake profiles, fake blogs, fake reviews etc.:** are unethical, illegal and inappropriate. Please refer to the disclosure document at <http://orange.com/smg> for details;
- 6. fictional characters:** should be used discriminantly as well as clearly identified through their social media profiles. If you are resorting to fictional characters in social media, please state clearly that the character in question is “a fictional character who does not exist in real life and is managed by [agency or third party name on behalf of] Orange”.

Such legal obligations apply to works of TV and movies fiction and therefore, they also apply to Internet fiction so as not to mislead Internet visitors¹⁷;

- 7. confidential information:** the disclosure of information which may be detrimental to Orange should not be posted anywhere on social media platforms. If in doubt, refrain and ask your manager’s advice. We also recommend that you read the social media security company policy. Most security breaches in social media are the result of negligence and are not intended; bear this in mind and seek support whenever you think this is applicable;
- 8. copyright infringement:** Be careful with any disclosure of information (text, image or video etc.) for which you have not ascertained that you have the right to publish. When using third party text, please refrain from quoting more than a small portion of that text (typically a paragraph) by isolating it between inverted commas and by adding a clear mention of the source of that text.

Quotations must be exact. Should you correct or adapt the text, ensure that you place your own text between square brackets ([she] instead of “I” for example, or [...] to highlight that some text is voluntarily missing). Information sources must be systematically added and links provided whenever possible.

- 9. avoid online quarrels at all times:** always be polite and courteous. Do not spoil professional discussions or debates with unprofessional language which you might later regret.

¹⁶ For reference, please check this blog post on the Orange Business Blogs : <http://blogs.orange-business.com/live/2008/12/sernovitz-on-so.html>

¹⁷ This is a standard boilerplate that you could use to adapt to your own situation: “some of the characters and incidents portrayed and the names herein are fictitious, and any similarity to the name, character, or history of any person, living or dead, or any actual event is entirely coincidental and unintentional”.

rules for sharing files and documents

1. sending files and documents to other Orange employees:

sending files and documents to other Orange employees: sending restricted documents or files to other Orange employees must be performed using restricted Orange applications such as: Microsoft Communicator instant messaging or the official Orange Microsoft Outlook email or web mail client¹⁸. When

large files need to be sent, it is recommended that you use our Orange file transfer application which is made available at <https://transfertfichiers.francetelecom.com>¹⁹. You may also use Orange Plaza (<http://plazza-shp.com.ftgroup/Pages/en/default.aspx>) and/or internal Orange SharePoint spaces in order to share those files and documents rather than send them. Confidential Orange

- Orange documents must be encrypted before being shared.

2. sharing files and documents with third party users:

using third party online applications (such as [yousendit](http://www.yousendit.com/)²⁰ or [skydrive](http://skydrive.com/)²¹ or [dropbox](http://dropbox.com)²² for instance) to exchange multimedia files or documents with third party (i.e. clients, partners, vendors etc.) is permitted as long as these documents or files are unrestricted;

3. documents written with partners or clients:

documents that have been jointly created with external partners or clients must comply with the confidentiality rules which have been defined jointly with those external partners or clients.

4. illegal and copyrighted content:

it is prohibited to exchange illegal content or copyrighted material without a proper license via any of the tools mentioned in this section.

e-reputation and security breaches

1. e-reputation information:

Orange employees and contractors working with or on behalf of Orange should inform Orange or their local press relations team when they spot information or links related to the Group's e-reputation that they think has significant impact;

2. **security incidents:** if any Orange employee or contractor becomes aware of a security breach (e.g. when they have doubt or evidence that confidential information has been leaked), they must report it to the Group's Security Coordinators (see Orange Intranet);

3. **sharing information:** all employees are encouraged to share with other Orange employees or departments. important information that they think can be useful to Orange.

important notice: It should be remembered that sending or sharing internal and confidential Orange information with external third-parties is strictly prohibited.

¹⁸ This application is only made available to Orange employees who have a valid Orange email address. ¹⁹ This application is only made available to Orange employees who have a valid Orange email address. ²⁰ <https://www.yousendit.com/>

²¹ <http://skydrive.com>

²² <http://dropbox.com>

video tutorials: to explain why protecting one's profile and login data is important, and how it can be done are available at: <http://www.orange.com/smg/tutorials.jsp>

roaming and teleworking:

connecting to social media platforms: to use social media platforms for professional reasons, it is recommended that you connect to the Internet via your business desktop or laptop computer, and/or with the use of your Business Everywhere account if applicable,

mobile usage: if using your professional mobile phone, it is recommended that you deactivate the geo-location capability of that phone from within the social media applications you are using.

data protection: our recommendations

Protecting one's login data (user code and password) and profile details is of the utmost importance. Users must understand how to protect such data proactively. This is why we have built this list and the subsequent video tutorial, the aim of which is to show how users can use the social web responsibly and efficiently.

Here are the do's and don'ts related to the use of personal and login data on the social web:

- 1. password:** when creating a password for a new social media account, please ensure that it complies as much as possible with Orange password policies; compliant passwords should contain at least 10 characters and they should ideally include special characters (such a "?" or "," for instance). When a social media platform doesn't allow for special characters to be used, please use alternative methods. Whenever possible, please use different passwords for each of your social media accounts. Compliant passwords must be different from those used to log in to your internal network, so as to avoid network security breaches following the hacking of an employee's password on a social media platform such as Facebook or Twitter;
- 2. secret questions²³:** certain sites require that you provide the reply to a secret question to retrieve your password once you have forgotten or lost it. When applicable, Orange security policies recommend that you do not activate this option. When this unavoidable, we recommend that you choose an answer which is not related to the question per se;
- 3. personal information:** only fill in the personal information which is actually relevant to the creation of your account or profile and discard all other details. If you are using an alias for security or confidentiality purposes, please note that your profile must nonetheless clearly indicate which company you are representing, as per the generic disclosure guidelines made available by socialmedia.org at <http://socialmedia.org/disclosure> and also linked from <http://orange.com/smg>. To comply with disclosure guidelines, personal profiles should never be left empty;
- 4. Sharing profile information:** if you have decided to fill in all the personal details in your Facebook (or similar) profile anyway (such as preferences pertaining to religion, marital status, private address political views, etc.) we also recommend that you do not proactively share such profile information with other users,
- 5. geo-location:** more and more devices record and share your localisation. When it's possible, we recommend to deactivate the geo-location option;
- 6. secure browsing:** when browsing social media sites for professional purposes, it is recommended that you use a secure connection as much as possible (via a VPN for instance).

²³Please check the Yahoo! help page for an explanations on "secret questions" http://help.yahoo.com//us/yahoo/edit/id_password/edit-20.html

using social media for personal reasons, in and out of the workplace

using social media for personal reasons, in and out of the workplace

All Orange employees are allowed and encouraged to use social media for personal reasons. Thus, employees engaging on social media are free to talk and write about the subjects in which they are interested. However, when employees mention Orange within their personal social media profiles or on their personal blogs or Facebook accounts, for instance, they must comply with all regulations and duties contained within their contract of employment, namely those pertaining to the confidentiality of information.

Documents labeled
“restricted Orange”,

“confidential

Orange”, “secret Orange” or any similar denomination are Orange property and must not be used, shared nor posted publically.

using social media in the workplace for personal reasons

As stated in social media security company policy, it is reminded that the use of social media in the workplace for personal purposes is tolerated provided it does not jeopardize data security nor raises issues from ethical or legal point of view. Limited personal use of company resources is permitted providing the rules set out in our Ethics policy and Security policies are followed.

Information systems retain audit information in compliance with current laws and regulations. In this framework, any recorded information may be used to identify reprehensible acts or acts not complying with the group’s rules.

Source : “confidential code” the rules of information security

guidelines for employees representing Orange officially on the social web

best practices for official Orange representatives in social media

This chapter is about best practices for Orange employees who are engaging, on behalf of Orange, on social media platforms and/or creating accounts or profiles in the name of one of the entities of Orange or even Orange itself. Please note that all the other best practices described in the previous chapter (see social media usage tips for all Orange employees and contractors on page 16) are also applicable to this other Orange of employees.

creating accounts, profiles or pages on behalf of Orange

- 1. coordination:** creating a new blog, Facebook page, Twitter account or official profile or account in any other social media platform on behalf of Orange implies that you are entitled to do this and/or that you have liaised with your communications department. This is necessary to ensure that there is sufficient coordination with our Orange social media presence and engagement;
- 2. naming accounts, pages and profiles:** it is essential that you comply with all brand guidelines related to social media. Such guidelines are to be found on the Orange brand site as well

as from a link at <http://orange.com/smg>. Brand social media guidelines describe precisely what should and should not be done online and in social media;

- 3. role and responsibility:** employees officially representing Orange on social media platforms are tacitly accepting the current guidelines.

about community managers

Community managers are the point of contact for the communications department with regard to social media DIRCOM coordination. They are either content producers/owners, administrators or page/account owners in the case of Facebook or Twitter. It is possible that a community manager fulfils all three functions at the same time;

- 1. professional vs. personal involvement:** when representing Orange, community managers are de facto acting as representatives of Orange or one of its entities and not as individuals. This is applicable to the work being carried out on the Group's own platforms and also on third party platforms such as Facebook, Twitter etc.,
- 2. page/account managers** initiate the creation of a blog, Facebook page or Twitter account, or a page/account from any other social media platform or service. Page/account managers are also

accountable for the compliance to brand (as per the brand guidelines manual at <http://brand.orange.com>) as well as editorial guidelines when they apply;

- 3. administrators/ moderators** are in charge of the day-to-day administration of one or more official pages or accounts (blogs), on behalf of Orange or one of its entities. This encompasses the publication and the moderation of these pages/accounts. Detailed tasks of administrators are to be found in the relevant job descriptions which have to be established by line managers for each administrator;
- 4. contributors** are not community managers per se but they also produce content for some of the Group's social media spaces. For instance, employees who write content for a corporate blog²⁴ are contributors. Those writing comments, blog posts, articles etc. on behalf of official Orange and/or third party pages are all considered contributors too. "Contributor" profiles can be created specifically for those users, namely on blogs. Contributing bloggers are not allowed to publish content but they can submit their writings/blog posts for approval. On other platforms, such as Facebook when walls are open to the public, contributors are allowed to post without submitting their text for approval. In this particular case, rules of conduct described in the previous chapter have to be taken into account.

²⁴ Check <http://blogs.orange-business.com>

recommendations for enterprise blogging

introduction

This chapter advises bloggers and contributors to enterprise blogs about good practices and advice about what should not be done on enterprise blogs. It is also intended as an official repository for the rules governing the use of blogging with Orange.

a few facts and figures

- Blogging success is established in the long term, and it can take a few years before a blog gets a good ranking within its category. At least 20% of blogs close within 18 months due to lack of content or a lack of purpose;
- The quality of a blog hinges on the quality of its content, the frequency of its updates, its usability and transparency;
- Writing good articles and reviews does not suffice. Quite a lot of time must be devoted to valuing the content and promoting it. The advantage of being a large organization is that the proper marketing of our content is often managed by specialized teams who support our contributors;
- For a blog to be visible, at least 10-15 posts on average must be produced each month. It is easier to maintain a blog with a group of experts than putting the onus on just one person.

do's and don'ts

Blogging on behalf of Orange is easier than you may think. Here are a few guidelines which can help you contribute your content to enterprise

resources online. On enterprises blogs, you have to be aware of the fact that you – not the company – are held responsible for what you write while keeping in mind that what you write is indeed linked and considered as material issued by Orange. For this reason we recommend that you avoid any personal or controversial topics.

Here are some of the most important do's and don'ts for enterprise blogging:

1. **do not sell your products:** avoid using cheap marketing pitches. Don't list the qualities or benefits of your products/services. A blog, let alone an expert blog, is not the place for this. Blogs are intended to establish expertise through examples and best practice;
2. **be regular in posting articles:** the more articles you produce and deliver, the greater your promotion on the web. A professional corporate blog which starts will only have a few articles referenced/indexed within Google, whereas an older blog or web site will already have hundreds or more. However high update frequency doesn't mean bloggers should write only for the sake of it. A list of topics has to be prepared in advance to ensure that quality will be maintained throughout the life of your expert corporate blog. Don't hesitate to quarantine articles which you think are not up to scratch by leaving them in the draft list and updating them later
3. **avoid typos and use proper spelling and grammar:** while blog writing has to be natural, it should also use proper grammar and correct spelling. Working for Orange helps as it should enable you to get others to proofread your text. However, we strongly recommend that you avoid rewriting expert text to give a communications flavor to it,
4. **keep your articles brief:** long articles do not work well on blogs. Web sites are more suitable for very lengthy articles. However, if you have an extensive topic, you could still post a long article or break into several installments which has the advantage of encouraging your reader to return to the blog,
5. **straight to the point:** It is better to publish small or medium-sized articles regularly than one or two large, in-depth articles two months apart. Google likes frequent updates on a blog because it will entice its bots (technical name for the search engine indexing robots that index your pages) to visit your blog more often... and your visitors too!
6. **maximize readability:** be sure to summarize and use bullets points when possible to enhance readability. Don't hesitate to add a downloadable pdf file for readers who wish to print out your article and read it off-line,
7. **keyword presence in titles, tags, categories and page copy:** the first 10 lines of a blog article are the most important. Use emphasis to highlight important keywords; add hyper-links to keywords, Wikipedia definitions and company websites. You may also use synonyms with varying keywords and titles. This will increase your chances of being found and read. For example, if your topic is about security, ensure that not just the 'security' keyword is present but also other keywords such as 'intrusion', 'Trojan', 'encryption', 'hacking', 'network protection', 'data integrity' etc.

8. headlines are taglines: here are some recommended titles for your posts:

- X tips and tricks to improve your corporate security
- X steps/golden rules to achieve...
- golden rules for excellence...
- do's and don'ts of...
- check-list for...

Think about your important keywords, because they should be found in your titles.

9. create the event and bring interactivity: you could organize contests whereby you ask your readers to write posts and submit them to you for publishing on your blog. You could also ask your readers to vote for subjects they would like you to write about. Contests and suchlike would generate visits, create a community by increasing reader loyalty,

10. be careful with images: don't believe that if an image can be picked up easily from the Internet (via Google images for instance) you have permission to use it freely on a blog. Using an image for which do not have rights would make the company liable for copyright infringement. Conversely, do not use images from the corporate image library as it makes the blog look similar to your corporate website, and this is not consistent with the tone of voice of an expert blog. Illustrations work nicely, but more importantly, functional and business diagrams, preferably user and expert generated, because they will add to the professionalism of the blog, its readability and the overall

understanding. If you want to illustrate your articles with illustrations you can download the "Icons" file from the brand website;

11. avoid strong language: any form of defamation, strong language, criticism, or even critical opinion of a competitor, partner, and/or co-worker or peer should be avoided. You need to understand and practice how to deliver interesting and professional opinions without criticizing others. Be careful about that, because writing anything on the Internet leaves traces. You have to be careful about the directness of your Internet writing - it has to remain interesting and straight to the point, but it will have to be professional and neutral at the same time. Enterprise blogging is more exacting than personal blogging in this respect;

12. about third-party products/ companies: it is acceptable to comment on other products and companies, however, you should ensure that these comments are based on facts and numbers, serious and professional. They should also be proven and undeniable, or otherwise they could open a debate in a fair and open way;

13. about comments, freedom of speech, openness and pragmatism: in corporate blogging, comments, or rather the fear of receiving comments about one's writing, can be a source for fear for some contributors and their management. To an extent, this is normal since it is difficult for management to assess the level of risk which is associated with these external comments. However, if your topic is a niche subject that is truly oriented to a business audience, the main issue will be

too few comments. Secondly you have to make freedom of speech in your comments available. If it is not open, and it is not free, then it will show and your blog will be so bland that it will attract no visitors and no interest. A little debate is a good thing, and you mustn't be afraid of other experts or professionals, even ordinary readers, voicing their opinion;

14. Openness and freedom of speech: does not mean that you should totally release control. The editors' and author's moderation tools will protect you and your management from trouble. However, moderation doesn't mean censorship. When approving comments, you can and should delete strong language and comments which are not adding anything to the debate. At the end of the day, having quality comments on your posts adds to the quality of the posts themselves.

