



Social Media Guidelines

Social media sites such as Facebook, YouTube or Twitter offer exciting new opportunities to exchange ideas, opinions, and experiences with other Internet users, friends, colleagues or customers all over the world. Of course Evonik Industries is also a subject of online discussions. That's why it's important to note that everyone who comments on Evonik Industries on the Internet is also contributing to the company's public image.

If you wish to write about Evonik on various blogs, forums or social networks, we'd like to ask you to observe the following points:



1. Respect the Netiquette

Respect the web community. Comply with applicable laws, find out about the rules of Internet forums or other social platforms and observe the usual standards of decency and respect.

2. Respect intellectual property

People put a lot of effort into developing ideas and making them their own. Do not publish anything if you are not sure whether it could breach copyright. Change other people's content only if you are expressly allowed to do this. Show respect and highlight your changes. If you should notice that someone is using legally protected information or the Evonik trademark without consent, contact the Social Media Team ([e-mail socialmedia@evonik.com](mailto:socialmedia@evonik.com)).

3. Don't tell secrets

Wherever you talk about your employer or professional issues in social networks, remember to keep company secrets confidential and think about your secrecy obligations.

4. Speak for yourself

When you're surfing the Internet, identify yourself and keep your background transparent. As an employee, you have the right to express your honest opinion about the company in private, but always write in the first person and please state that you are expressing your personal opinions.

5. Respect competitors

Remember that criticism of Evonik's competitors and their products could be construed as criticism by Evonik or hidden advertising. Therefore, keep to the facts and make it clear that you are talking about your personal experiences or expressing your personal opinions.

6. Clarify responsibilities

Official statements regarding the company are only communicated by its official representatives. Keep in mind that you are personally fully responsible for the content you publish.

7. Contribute

By participating in social media you are contributing knowledge to the worldwide sharing of information. So before publishing, read and inform yourself. Don't be repetitive and avoid using jargon. Try to offer your readers added value.

8. Keep Evonik in the picture

If you come across praise, criticism or other information on the Web that you think could be important for Evonik, please contact the Social Media Team.

9. Deal constructively with criticism

Consider whether criticism is justified or fair and whether it is worthwhile responding. Take justified criticism seriously and respond constructively. Don't get involved with issues that are obviously emotional and unobjective.

10. Act responsibly

You should always rely on your common sense. You should not pick fights and always be the first to correct your mistakes. Try to moderate and help solve problems, if possible. Always remember the principle: Think first, then publish. If you have any doubts, the Social Media Team will be happy to help.



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INDUSTRIES

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