

# Social Media House Rules Implementation Steps

**Digital Marketing**

Brand, Comms & Digital

November 2014

# Why use Social Media House Rules?

- To synchronize approach and standpoint that govern Philips' social media properties
- Philips is responsible for all the content on its website, even user generated content, so we need to have house rules in place
- Good House Rules and a moderation policy gives Philips a basis for legitimately removing and commenting on content
- People have a right to have 'their' content on our websites removed or paid for. The take-down policy mitigates this risk.
- While not hindering your campaign, it's enabling, it gives direction, it's about brand trust and consistency. It is a safety net.
- Link to the current document:  
<http://www.philips.com/content/dam/master/socialmediahub/Philips-Social-Media-Pages-House-Rules.pdf> -- Shortened: <http://philips.to/1xEAeTc>

# Implementation

1. We've translated the Social media house rules document to multiple languages. The translations can be downloaded [here](#).
1. Markets with translated documents
  - a) Please note that although the translations have been provided, there are two important points that still need to be translated and added under "Responsible" section:
    - Do not discuss off-label uses of Philips Healthcare's or other products
    - Do not solicit commercial business or sales (including, but not limited to sale and resale of Philips Healthcare products) or solicit donations
  - b) Consult with your legal contact when necessary
2. Markets without translated documents
  - a) Please translate the whole document: Social Media House Rules Final\_English (the two points above have been inserted in this document). This document is downloadable [here](#)
  - b) Consult with your legal contact when necessary

# Implementation

Please note: potential adjustments need to be consulted with Global Privacy Lead: [marianne.de.feijter@philips.com](mailto:marianne.de.feijter@philips.com) and Legal: [aniek.hos@philips.com](mailto:aniek.hos@philips.com) (on maternity leave until Feb 2015) or [daniel.muehlestein-christiansen@philips.com](mailto:daniel.muehlestein-christiansen@philips.com)

3. Insert your approved copy into the template. Source file is available on [digital share point](#) and downloadable here: <http://we.tl/UkV1pxZVI1>
4. Request Digital Services to upload the document onto your local Social Media hub's house rules section. **Trail: About Philips → Social Media → House rules.** No local social media hub? Ask the Digital Services to upload yours onto the [global hub](#)
5. Once the document is uploaded, please share the link on your channels' descriptions (see next slides for concrete examples).
6. Let your communities/fans/followers know the house rules with proactive tweets or posts

# Implementation - Examples

**Philips** ✓

@Philips

@Philips

Innovation. Design. Sustainability.  
Change. Tweet [@PhilipsCare](#) for product  
related questions. Read our Social  
Media House Rules  
here: [philips.to/1xEAeTc](http://philips.to/1xEAeTc)

Story

**Tagline**

Innovation and you

**Introduction**

Philips delivers meaningful innovations – innovations that enable and help people to achieve their health and well-being aspirations. Our G+ page is where we share the starting point and the creation journey behind those innovations; which are based on people-centric design and research.

Read our Social Media House Rules here: [philips.to/1xEAeTc](http://philips.to/1xEAeTc)

Philips news: [www.philips.com/newscenter](http://www.philips.com/newscenter).

Mission

Facebook

At Philips, we want to improve the quality of people's lives through meaningful innovation. Hearing from our customers is key to this mission and on Facebook we welcome your insights, feedback and ideas. In the spirit of this community, we will moderate and/or remove any comments that are off-topic, contain offensive language, duplicate an existing comment, contain promotional messages (spam), or represent a deliberate disruption of community discussion (also known as trolling). You can find our principles and house rules here: <http://philips.to/1EZXg9w>

G+

LinkedIn

## \* Company Description

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 113,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter). Read our Social Media House Rules here: [philips.to/1xEAeTc](http://philips.to/1xEAeTc)

Questions? Please direct them to [marianne.de.feijter@philips.com](mailto:marianne.de.feijter@philips.com) and [annisa.arishti@philips.com](mailto:annisa.arishti@philips.com)

Thank You