

The Purpose of these Guidelines

Social media brings new opportunities to build conversations and communities, but it also brings new risks. While we expect Quintiles' employees to exercise common sense in all online and offline communications, these are the official guidelines at Quintiles that will guide our participation in social media. If you are a Quintiles' employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds or any other social media – either controlled by the company or not – then these guidelines are for you. These guidelines will be revised as necessary to keep pace with changes in technology and communication media.

Quintiles respects the privacy of all employees and, in general, employee actions outside of work are not governed by Quintiles' corporate policies. However, activities outside of work that impact the company's reputation or ability to conduct business fall within the scope of corporate policy. These guidelines are designed to protect you and the company.

Quintiles monitors mentions of our brand in public communication on social media channels, such as blogs, Twitter, Facebook, etc., in order to track and manage our online reputation. This means that your public posts about the company may be visible to the company.

Quintiles' Corporate Social Media Program

Quintiles' has an established [social media program](#) supporting the company's strategy and governed by Quintiles Corporate Communications' Digital Strategy group. You may contact this group at web.support@quintiles.com. Through this program, Quintiles is highly active in engaging with social networks. It leverages and properly positions authorized employees to speak "on behalf" of Quintiles in regards to a series of strategic topics. In addition, this program has established a significant presence in the most commonly used social networking sites.

You are strongly encouraged to become familiar with our corporate communities and join them if you choose.



Quintiles' Social Media Guidelines

These guidelines apply to all social media platforms – technologies that enable social interaction. These include, but are not limited to:

- Social networking sites (Facebook, MySpace, Foursquare, LinkedIn, XING)
- Video and photo sharing websites (Flickr, YouTube)
- Micro-blogging sites (Twitter)
- Blogs (including corporate or public personal blogs as well as comments)
- Forums and discussion boards (e.g., local discussion boards, Whirlpool, Yahoo! Groups or Google Groups)
- Online encyclopedias (e.g., Wikipedia, Sidewiki)

All the same principles and policies that apply to any public interactions also apply to social media, such as policies concerning:

- [Confidentiality](#)
- [Employment](#) (such as IT and Anti-harassment)
- [Ethics, Compliance and Quality](#)
- [Media Relations](#)
- [Other Policies](#)

The Social Media Guidelines answer the following questions, each with five simple rules of engagement:

- **WHEN is it appropriate to participate in social media?**
- **WHEN is it NOT appropriate to participate in social media?**
- **HOW best to appropriately participate in social media?**

If you have questions not addressed in these guidelines please contact Quintiles Corporate Communications at web.support@quintiles.com.

Five Ways to Participate Appropriately in Social Media

1. Leveraging Quintiles-owned social media channels

Through the Corporate Social Media Program referenced above, Quintiles has purpose-built channels through which we build and maintain our reputation. We encourage you to get familiar with these channels and submit ideas and material by contacting web.support@quintiles.com.

2. Commenting or collaborating via QZone

Q Zone is our very own gathering place to talk with each other about the business and our work as well as find and exchange information. The current site is already rich in tools and features, and new versions of QZone will further offer you everything you need to collaborate productively and safely with colleagues.

3. Distributing approved content to your personal networks

Outside of the company's own social media channels, many employees contribute to personal networks. There are times when those personal networks might be helpful to Quintiles – but only if you choose to get involved. For example, Corporate Communication may wish to distribute hiring opportunities to employees for deployment through their personal social media channels. Your participation is not required in such circumstances, but should you choose to participate you will receive full guidance.

4. Connecting with professional or personal contacts

Social networks offer effective opportunities to network with business peers, join online business communities and enjoy thought leadership from others. We encourage you to take these opportunities, but would strongly suggest that the appropriate venues for professional networking are business-oriented sites such as LinkedIn and Xing, rather than Facebook. Sites such as LinkedIn and Xing are designed and built with the business user in mind, so the structure and protocols are better equipped to support privacy and security for the business user.

5. Speaking 'about' Quintiles in your personal social media network

There will be times in your personal social media activities that you mention Quintiles as your employer and may find that people ask you questions. In talking about Quintiles, follow the guidelines in this document – particularly the rules for areas to avoid and the rules for a safe and effective dialogue. But generally you will be on safe ground if you follow existing Quintiles policies, share only publicly available information and you are transparent about your affiliation with Quintiles, making it clear that any opinions are your own.

Five Things to Avoid in Social Media

Do not create pages or communities on behalf of Quintiles

Quintiles has already created social media channels to support our business strategically and communicate with those people who have most influence on our success, including colleagues. It would dilute the audience, be confusing and blur the consistency of the company's story if there were other sites which purported to be from Quintiles. Therefore, you must refrain from creating your own groups or pages on behalf of the company, which includes sites designed for regional or business unit-specific use. You should also not create "private" groups on behalf of the company on any network including Yammer and LinkedIn.

1. Do not post anything that might damage the reputation of Quintiles

When you say anything on social media, you are talking publicly and the information will be retrievable and readable for a long time. You are personally responsible for your contributions and therefore you should think carefully about any mention of Quintiles and how it might affect the company's reputation. Use common sense and take the same amount of caution that you would with other forms of communication.

2. Do not discuss confidential or proprietary information

Comply with Quintiles' [confidentiality policy](#). Do not disclose any non-public information including information about Quintiles' technology, projects, financial performance, or customers. If you're unsure whether information is publicly available, check with Corporate Communication. Protecting the confidential information of fellow employees, partners, suppliers and competitors is also important. Check with colleagues before mentioning them or posting their photograph in social media without their permission, and make sure you don't disclose items such as sensitive personal information of others or details related to Quintiles' business with its customers.

3. Do not discuss colleagues, competitors, vendors or sponsors

Remember that sharing personal information about colleagues may affect them inside and outside the office, even if the topic is not directly work related. All our HR policies apply to interactions between colleagues across the social web. Keep in mind that online communications are public forums and parties you reference might object to being named or pictured without their consent.

4. Do not interject in news stories

Do not comment on stories about Quintiles published online or in the traditional media. If you see a story that you believe to be inaccurate or if you are contacted by anyone outside of Quintiles and asked to comment publicly, contact Corporate Communication.

Five Guidelines for Social Media Dialogue

1. Don't speak for the company

Make it clear that your communications are your own opinions – use “I” or “me” instead of “we”. Do not use Quintiles brands or logos in your personal postings. If you are asked for Quintiles’ point of view, seek approval from Corporate Communication by submitting your request to corp.communication@quintiles.com.

2. Remember you are always “on”

You must assume that your participation in social media is visible to customers, colleagues and business partners. Therefore be sure you manage what and with whom you are sharing, even personal information. As an example, we all have the occasional work frustration, but Facebook and Twitter are not the venues in which to air those comments. Keep in mind that there is no such thing as a private post. Even if your account is set to “private”, if you are connected to anyone with a “public” setting, your post may be viewed publicly.

3. Identify yourself

Many employees use social networks and are members of groups. You must identify yourself as an employee in any public communication that references Quintiles and, to underline point #1 in this section, make it clear that your communications are your own opinions. Never assume a fake identity in social media when discussing issues pertaining to Quintiles business, and always be transparent about who you are and who you represent in such cases.

4. Use credible and reliable sources

One of the wonderful ways that social media improves communication is its ability to offer links to information and other sites where people are offering opinions on related subjects. However, take care when you are quoting other sources and providing links to other sites on your social media pages. Cite or link only to other sources which you know to be credible and reliable. If you encounter a conversation that either needs corporate attention or presents an opportunity for the company to engage with an audience, please notify Corporate Communication at corp.communication@quintiles.com.

5. Be respectful

Always demonstrate respect for others’ points of view, even when they are not offering the same in return. The same conduct that Quintiles expressly prohibits in the workplace, such as harassment or discrimination, is also prohibited online. We are a global company and our employees represent diverse points of view. Respect this diversity by avoiding topics that may be controversial or objectionable to your audience.