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Electronic and Social Media Communications

Policy Statement

This policy sets forth rules and principles for the proper use of Electronic Communications by Southern California Edison (SCE) employees, directors, and agents (“SCE Personnel”), as well as use by third party SCE contractors in the course of performing work for SCE. This includes, but is not limited to e-mail, instant messaging, text messaging, and Social Media Communications and the establishment and use of Social Media Channels. Electronic Communications are subject to all other applicable EIX and SCE policies, guidelines and procedures, including but not limited to **the Edison International Ethics and Compliance Code**. Any violation of this Electronic and Social Media Communications Policy by SCE Personnel may result in disciplinary actions, up to and including termination.

Definitions

Electronic Communications – Sending, receiving and posting of messages via electronic devices. At SCE this includes, but is not limited to, e-mail, instant messaging, text messaging, and use of Social Media.

External Social Media Channels – Social Media Channels that are accessible, in whole or in part, by non-SCE Personnel and third parties whose access is not under SCE’s control. External Social Media Channels can be either SCE-Hosted or Non-SCE-Hosted.

Internal Social Media Channels – Social Media Channels that are accessible only by SCE Personnel and third parties approved by SCE. Internal Social Media Channels can be SCE-Hosted or Non-SCE-Hosted.

Non-SCE-Hosted Social Media Channels – Social Media Channels that do not reside on an SCE domain or on SCE’s computing systems.

SCE Electronic Communications Systems – Systems owned, leased, operated or controlled by SCE that are used for Electronic Communications, including without limitation e-mail systems and Social

Media Channels.

SCE-Hosted Social Media Channels – Social Media Channels that are located on an SCE domain or on SCE's Computing Systems. Access to SCE-Hosted Social Media Channels is managed by SCE.

SCE-Related Topics – Topics that pertain to SCE and its business, including but not limited to information about SCE's Personnel, customers, vendors, trading partners, legal and regulatory environment, competitors, products and services.

SCE-Sponsored Social Media Channels – Social Media Channels sponsored by SCE, or the use of which has been authorized by SCE.

Social Media Channel – Online site through which users can interact and share information.

Social Media Communication – Any information conveyed through a Social Media Channel in any format, including text, image, video and audio files.

Policy Detail

General Rules

Note: The General Rules are applicable to all other conditions described in this Policy.

1. Workplace Policies and Rules. All SCE workplace policies and rules apply to the use of Electronic Communications including Social Media Communications and use of Social Media Channels by SCE Personnel in the workplace or in the course of performing work for SCE. To the extent the workplace is impacted, SCE policies and rules, including the Edison International Ethics and Compliance Code, and SCE's Professional Conduct Policy, apply to Social Media use and Social Media Communications outside of the workplace or while not performing work for SCE.
2. SCE Records. Electronic Communications created, received or controlled by or for SCE in the course of its business are subject to the Records Management Policy.
3. SCE Information. Electronic Communications created, received or controlled by or for SCE or SCE's employees while performing their business duties are subject to the Records Management Policy and Federal Energy Regulatory Commission (FERC) and California Public Utilities Commission (CPUC) information-sharing restrictions such as the FERC Standards of Conduct and Affiliate Restrictions and the CPUC Affiliate Transaction Rules.
4. Communicating on Behalf of SCE on External Social Media Channels. Only authorized spokespersons may communicate on behalf of SCE regarding SCE-Related Topics on External Social Media Channels as provided in SCE's Corporate Communications Policy and Records Management Policy. Corporate Communications, business unit or division leadership designates authorized spokespersons.
5. Use of Non-SCE Hosted Social Media Channels. SCE Personnel will not use Non-SCE Hosted Social Media Channels among themselves in the course of performing work for SCE, or when sharing or discussing internal or confidential SCE information (see Records Management

Policy). SCE Personnel are permitted to engage in business-related discussions on Non-SCE Hosted Social Media Channels with third parties, provided the discussions do not violate this or any other SCE policy.

6. Inappropriate Unsolicited Electronic Communication. Sending or forwarding inappropriate unsolicited Electronic Communication messages, such as “spam” or chain letters, is prohibited.
7. Incidental Use and Expectation of Privacy. Use of SCE Electronic Communications Systems is intended for business purposes. SCE permits incidental, personal use of SCE Electronic Communications Systems; however, employees should have no expectation of privacy when using such Systems. Each Electronic Communication sent, received or preserved on SCE Electronic Communication Systems is SCE property and its content is subject to review by authorized reviewers at any time. Any incidental, personal use must not violate any SCE policies including without limitation those relating to nondiscrimination, harassment and disclosure of information.
8. Third Party Social Media Communications. All contractors, vendors and other third parties that convey Social Media Communications through SCE-sponsored Social Media Channels in the course of performing work for SCE shall be made to agree to abide by this policy, as applicable, to the same extent as if they were SCE Personnel.
9. Third Party Access to Internal Social Media Channels. Access to Internal Social Media Channels by non-SCE Personnel requires approval using applicable SCE approval processes.
10. Accessing Personal Accounts. SCE Personnel will not ask other SCE Personnel for passwords to their non-SCE-Sponsored Social Media Channel accounts, or otherwise gain access to portions of their non-SCE-Sponsored Social Media Channel accounts that are not publicly accessible, unless the individual account holders voluntarily offer such access. In no case shall a manager ask an employee within their organization for the password to a non-SCE-Sponsored Social Media Channel account
11. Copyright Infringement. Though not limited to this policy, SCE Personnel should be aware that, with certain limited exceptions, reproducing a copyrighted work, in whole or in part, in a Social Media Channel Communication requires the consent of the copyright owner.
12. Classification of Electronic Communications. Employees are responsible for classifying and labeling all Electronic Communications in a manner consistent with the content (see the Records Management Policy for classification information).

Establishing External SCE- sponsored Social Media Channels and Accounts

1. Authorization and Approval of Channels. Corporate Communications and Information Technology & Business Integration (IT&BI) must approve any External SCE- sponsored Social Media Channels.
2. Creation of Accounts. Only Corporate Communications or authorized spokespersons designated by business unit leadership are allowed to create accounts on External SCE-sponsored Social Media Channels.
3. Password Security. SCE Personnel creating accounts on External SCE-sponsored Social Media Channels must follow SCE policies, standards and process for managing passwords.

Personal Social Media Communications on SCE-related Topics

The following rules apply to use of Social Media Channels by SCE Personnel outside the performance of their duties for SCE.

1. Addressing SCE-Related Topics on External Social Media Channels. If SCE Personnel identify themselves as working for SCE and address SCE-Related Topics on External Social Media Channels outside the performance of their duties for SCE, the rules below will apply.
 - a. Where applicable, reference and direct audiences back to official SCE resources for more information (i.e. Edison.com, SCE.com).
 - b. Provide the following disclaimer: ***“The opinions expressed on this site are my own and do not necessarily represent the positions, strategies or opinions of Southern California Edison, its parent company Edison International, or any of their affiliates.”***
2. Use of EIX Trademarks, Service Marks, and Trade Names. SCE Personnel will not use trademarks or service marks of EIX or its affiliates (e.g., EIX’s “sunburst” logo) in Social Media Communications outside the performance of their duties for SCE unless they have authorization from Corporate Communication’s Creative Services department. SCE Personnel will not use trade names of EIX or its affiliates (e.g., “Edison Mission Energy”; “Edison SmartConnect™”) in personal Social Media Channel account profiles without authorization from the Corporate Communications Creative Services department.
3. Depicting SCE Facilities. Image or audio files depicting SCE facilities, or SCE Personnel at SCE facilities, shall not be posted on External Social Media Channels by SCE Personnel outside the performance of their duties for SCE if those image and audio files could not have been obtained from a public vantage point, unless authorization has been obtained from SCE’s Corporate Communications Creative Services department.

Penalties and Reporting

Failure to comply with this policy may result in withdrawal, without notice, of access to information and/or information resources or disciplinary action, up to and including termination.

SCE Personnel should report suspected violations of this policy to their manager or supervisor or the Ethics and Compliance Helpline.

References

[Corporate Communications Policy](#)
[Ethics and Compliance Code](#)
[Professional Conduct Policy](#)
[Records Management Policy](#)
[SCE Social Media Communications Guidelines](#)

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