

# Lockheed Martin Social Media FAQs

## About Social Media

### Q1: What is social media?

A1: Simply put, social media is any online environment that allows people to create and distribute content—and it is changing how the world communicates.

Social media makes it possible to share information, from almost any place, at any time. Social platforms like Twitter and Facebook have millions or billions of active users across the globe (even in outer space) who are connecting with friends, family, coworkers and organizations like ours.

### Q2: Why do we engage in social media?

A2: Social media has become an important part of Lockheed Martin's outreach efforts. We use social media to listen and understand what is happening in our environment. We also use social media to:

- Increase **reach** and **visibility**.
- Establish and strengthen **relationships**.
- Enhance and protect **reputation**.
- Attract and retain **talent**.
- Build **credibility** and shape **opinion**.
- Demonstrate **leadership**.
- Humanize our company.

### Q3: Why did you create the new social media resources page?

A3: Social media can be a great tool in helping people understand what Lockheed Martin is all about. We want you to feel confident in sharing Lockheed Martin's story online, in a safe and productive way. This new page is designed to provide guidelines and tips to help you do that.

## Time Charging

### Q4: How should I charge my time if I want to follow and engage with Lockheed Martin's social media accounts?

A4: Proper time charging practices must be followed when using social media during work hours. Time spent reading, writing, posting content, or otherwise interacting in or on social media must be accounted for and charged appropriately.

For specific guidance on your business area or program's time-charging requirements, please see your manager and/or your Time and Attendance Point of Contact. If you do not know your Time and Attendance POC, please contact the Lockheed Martin Employee Service Center at 1-800-562-2363.

**Q5: How much time is considered too much time on social media while at work?**

A5: Occasional, personal use of social media should be of reasonable duration and frequency, and must not interfere with or adversely affect the employee's performance or other organization requirements.

Proper time charging practices must be followed when using social media during work hours. Some employees may be required to use social media as part of their job duties (e.g., Communications, Talent Acquisition, assigned spokespeople); in those cases additional guidance is available as required.

## Engaging Online

**Q6: How are we training employees on what's appropriate to share and say in social media?**

A6: The new [social media resource page](#) includes useful guidelines, policy and advice on how to engage in social media.

Information that is proprietary, confidential, or otherwise sensitive to Lockheed Martin should never be disclosed or posted on Internet-accessible social networking sites.

**Q7: Should I encourage my employees or colleagues to follow or engage with Lockheed Martin in social media?**

A7: There are many ways for employees to participate in social media, from searching and reading content that posted by Lockheed Martin and other users, to creating personal accounts and actively contributing to the conversation.

Participation in social media is a personal decision. Employees should be aware, however, that there is business value in understanding what Lockheed Martin is

sharing through social media. On most social networks where Lockheed Martin is active, you do not need to establish an account in order to view the most recent content that is shared.

**Q8: What should I do if I observe fellow employees sharing or saying something in social media that seems inappropriate?**

A8: If you are uncertain about what is appropriate, consult with the [Social Media team](#) or the [Ethics team](#) to obtain additional clarification.

If you believe there is a potential or actual violation of an applicable law or regulation that concerns the business of Lockheed Martin, you must notify Lockheed Martin Legal Counsel.

**Q9: Should I “friend” or “follow” my employees or colleagues on social media?**

**What about customers?**

A9: Online relationships are similar to offline relationships. When thinking about where and how to interact with others online, consider the context.

Ask yourself: What kinds of things do I typically share on this social network? Are these things that I would share with this colleague or customer in person? If the answer is “no”—you may not want to connect online. Also be mindful of the potential for perceived favoritism if you are connected with some employees or colleagues and not others on social networks.

You should not feel pressured to accept a “friend” or “follow” request from another employee, whether it is your manager or a direct report.

**Q10: Do I have to connect with or follow everyone who asks?**

A10: No. On most channels, ignoring a friend or follower request does not send a notice to the requestor. It is acceptable to tell someone on LinkedIn, for example, that you only connect with individuals with whom you work directly and refer them to another channel like Twitter where they can still follow you.

## Sharing Lockheed Martin’s Story

**Q11: I want to help promote Lockheed Martin on my social media channels. How do I get started?**

A11: The safest approach is to only share information that the company has

previously shared on our corporate website, social media channels, through a news release or public announcement.

Information that is proprietary, confidential, or otherwise sensitive to Lockheed Martin should never be disclosed or posted on Internet-accessible social networking sites.

When commenting on Lockheed Martin business or any policy issue in which Lockheed Martin is involved or for which you have direct responsibility, you should clearly identify your relationship to Lockheed Martin and include a disclaimer that the views are yours and not necessarily those of Lockheed Martin.

**Q12: What should I do if somebody asks me for more information about a Lockheed Martin-related item that I've shared in social media?**

A12: If a member of the news media or a blogger contacts you about an Internet posting that concerns the business of Lockheed Martin, you must refer that person to Lockheed Martin Communications.

## Security

**Q13: What security tips or resources can I provide my colleagues, friends and family to help them stay safe in social media?**

A13: The National Cyber Security Alliance's [StaySafeOnline.org](http://StaySafeOnline.org) page has a wealth of information for the general public on how to stay safe when using social media. You can also find Lockheed Martin-specific security guidance on our internal [CIS page](#).

**Q14: What's the Corporation's position on employees using LinkedIn? Some Security materials have warned of the risks; but our CEO and other leaders are active on this network.**

A14: While there are inherent risks that come with social networks, there are also some very clear benefits, both to each of us as individuals as well as for the Corporation. Though we cannot categorize any social media site as safe or unsafe, we do encourage all employees have a heightened sense of awareness when engaging online. Here are a few tips to keep in mind for LinkedIn, in particular:

- Be [selective](#) about the LinkedIn connections you initiate and accept. A safe rule of thumb for many people is to only connect with individuals you know personally.
- Avoid sharing information regarding any security clearances you may have. Publicizing your security clearance level could make you an attractive target for an adversary seeking to collect information about Lockheed Martin and our employees.
- Create a strong password and be sure to review your [privacy settings](#) regularly.
- Use a professional profile photo that clearly displays your face. LinkedIn [has reported](#) that profiles that contain a photo are seven times more likely to be viewed. You might want to [skip pictures](#) with your dog, family or friends, though—keep the focus on you! New to LinkedIn? Check out [more tips and tricks](#) for creating a safe and savvy LinkedIn profile.
- Identify yourself as a Lockheed Martin employee and follow the [official](#) Lockheed Martin page. Like what you see on Lockheed Martin's page? Like it, add a comment, and/or share it with your LinkedIn connections!

For more advice on how to stay safe online, visit the National Cyber Security Alliance's [StaySafeOnline.org](#) page.

## Other

**Q15: What is the Corporation's position on LinkedIn "Recommendations" and the "Endorse" button?**

A15: Employees are encouraged to use these functionalities with discretion. Requests from suppliers, subcontractors, or others in connection with promotions or endorsements must be approved in advance by:

- the business area or Corporate Communications office, if the request involves a news release, or
- the Vice President Corporate Identity, if the request involves advertising, or
- the business area Communications office, for any other request.