



SOCIAL MEDIA POLICY

This is the official policy for all NVIDIA employees or representatives who use social media to discuss topics related to NVIDIA, its technology, its partners or the markets in which we operate. Social media includes social channels like Twitter, Facebook, LinkedIn, etc. plus blogs, wikis, forums and all other online communities and publishing platforms.

Principles for Online Engagement

When you participate in social media activities, follow these guiding principles:

- Understand and follow [Our Code](#)
- Stick to your area of expertise when posting to digital media
- When you post to your personal social media accounts about NVIDIA, be transparent that your thoughts are your own
- When mentioning NVIDIA or technologies related to NVIDIA, disclose that you are an employee and that your opinions do not necessarily reflect those of the company (unless authorized)
- Remember, NVIDIA fans and customers look to you as an authority and representative of the NVIDIA brand. Therefore, any of your NVIDIA-related digital activities must represent the NVIDIA brand at the highest level
- Do not commit NVIDIA to anything unless you have the authority to make the commitment and a plan for follow-through
- Always pause and think before posting - when in doubt, ask a coworker for a second opinion
- Take care not to divulge proprietary information - keep confidential information confidential
- Do not post about unannounced products or technologies
- Do not engage with news media or industry analysts without the permission of Corporate Communications
- Don't post offensive or derogatory remarks, and do not participate in derogatory conversations about our competitors
- When disagreeing with others' opinions, always be appropriate and polite
- Abide by all copyright and intellectual property laws when posting music, videos, text and photographs

10 Rules for Social Media

1. **Maintain Transparency.** If you are posting to Facebook, tweeting or otherwise publishing on social media about your work at NVIDIA, disclose your real name, identify that you work for NVIDIA and be clear about your role. If you have a vested interest in something you are discussing, be the first to point that out to maintain integrity. You still need to keep confidentiality around proprietary information and content.
2. **Communicate with Care.** Make sure your efforts to be transparent do not violate NVIDIA's privacy, confidentiality, and legal guidelines for external commercial speech.
 - All statements must be true and not misleading and all claims must be substantiated and approved.
 - Never comment on anything related to legal matters or litigation without the approval of NVIDIA Corporate Communications and our Legal Department.
 - Do not post about forward-looking information.

3. **Stick to What You Know.** If you contribute content to social media, only write and post about your areas of expertise, especially as related to NVIDIA and our technology. If you publish to a website outside NVIDIA, use an appropriate disclaimer stating that your views do not represent NVIDIA. If you have any doubts about what you're posting, contact the NVIDIA Legal Department.
4. **You Are Part of a Broader Organization.** When you identify yourself as an NVIDIA employee, you are creating perceptions about your expertise and NVIDIA. Remember, what you say or write is a reflection on NVIDIA and our brand.
5. **Use a Conversational Tone.** Talk to your readers like you talk to real people. Show our company's personality. Produce engaging content you'd enjoy reading. The best content is open-ended and makes readers want to respond.
6. **Accountability.** What you write is ultimately your responsibility. Participation in social media as it relates to NVIDIA is not a right but an opportunity, requiring you to be mindful and thoughtful when publishing online. Understand and follow [Our Code](#) and any terms and conditions for third-party sites on which you engage. NVIDIA holds any employee who violates this policy accountable.
7. **The Manager Rule.** If you're about to publish something that feels uncomfortable, reflect on whether to post it. Ask yourself, "If my manager saw this, would there be an issue?" If you're still unsure, discuss it with your manager or the NVIDIA Legal Department before posting.
8. **The Internet is Global.** Exercise good judgment when responding to questions that have global significance. NVIDIA is a global company with customers around the world. The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others.
9. **The Internet is Forever.** When you publish information online, it is indexed, searchable and becomes part of a permanent record. Efforts to "remove/delete" a comment or attempt to make it anonymous are often futile.
10. **Your Job Comes First.** NVIDIA understands that you can engage in productive social media activities at work, and these activities may be helpful for NVIDIA. However, exercise sound judgment and common sense to prevent social media from becoming a distraction. It is important to understand and apply these rules and principles when using social media.

A Handy (Non-Comprehensive) List of Do's and Don'ts

Do:

- Provide responses in technical forum threads about NVIDIA, only when you're a subject-matter expert, and disclose your relationship to NVIDIA.
- Post about your part in helping launch new NVIDIA technologies, only after what you want to share is information that has already been officially announced by NVIDIA sites and channels.
- Write in a colorful, engaging way.

Don't:

- Communicate online anonymously about NVIDIA products.
- Post about unannounced products, or otherwise proprietary information.
- Participate in negative conversations about competitors via digital media.
- Use language that others might find disparaging or profane.

Helping Out

If you see any inappropriate posts or behavior online related to NVIDIA, please forward details about the activity to socialmedia@nvidia.com for correction.

NOTE: Failure to comply with this policy may result in disciplinary action up to and including termination of employment. This policy in no way limits NVIDIA employees and representatives from speaking about working conditions or other work-related matters as permitted by law.