

EgonZehnder



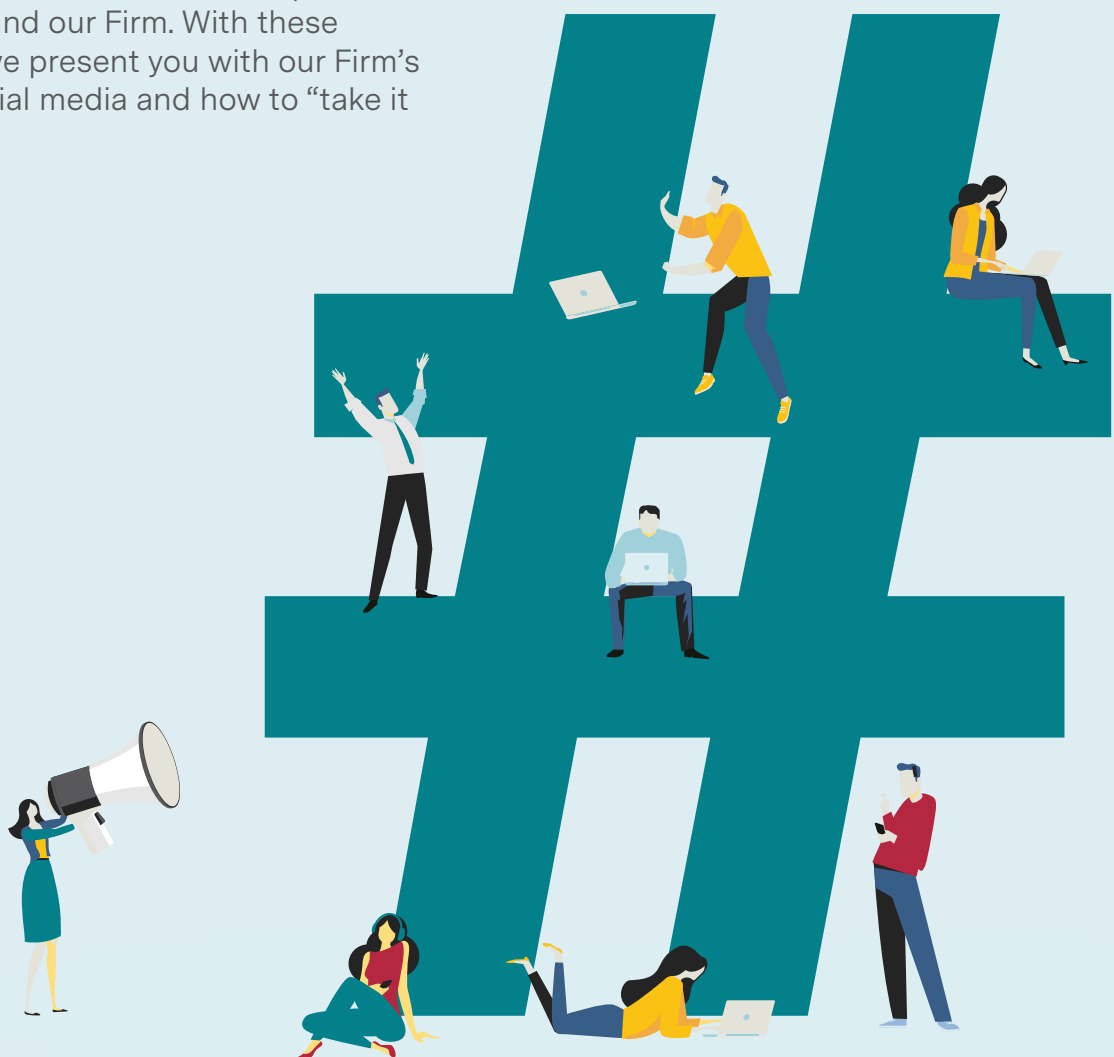
Social Media @EgonZehnder

Dear Colleagues,

Social media has forever altered the traditional workplace and business practices. It's building new bridges between the internet and the public sphere. Working and living with social media is in many respects like leading a public life. It is an excellent business opportunity, if you engage with it and are willing to publicly grow your personal brand.

Please take a moment to familiarize yourself with the issues involved in ensuring a professional and secure online presence for yourself and our Firm. With these guidelines, we present you with our Firm's policy to social media and how to "take it to the web".

Thank you!



Social media in business

The spirit of Egon Zehnder

Egon Zehnder embraces social media and considers it as an important tool. At the same time, when engaging in the global public sphere of the online world, we encourage all Firm members to preserve the spirit that sets us apart:

Spirit

- We put our **Clients' interests first**, maintaining discretion and confidentiality at all times.
- We believe in collective impact and consistently present ourselves as **One Firm**.
- We adhere to the **highest ethical standards**, behaving with integrity and authenticity, whether on- or offline.
- It is part of our **professional approach** to ensure the security and privacy of all information – especially that of our Clients and Candidates.

*Follow our Firm values,
respect this set of simple
rules and use your common
sense at all times.*



Social media in business

The opportunity: personal brand building

As you can imagine, the following slides will emphasize what you should NOT do in social media to preserve the spirit of Egon Zehnder.

On this slide, we want to outline to you the enormous market opportunity you can create by being active on social media (e.g. LinkedIn and Twitter).

Grow your personal brand

- As personal as possible. Too many just share their Firm's content, so make it personal. Share your views and unique insights (without naming clients, etc.) to engage your followers.
- Be present and engage in a dialogue: social media is not a one-way street; you need to show your presence. If you don't have enough time, don't do it.
- Apart from your own articles and the Firm's content, it's a wonderful opportunity to share what is professionally important to you, what you read, what is inspiring you, etc.

*We offer a personal
conversation on this topic,
please reach out to
we-rock@egonzehnder.com*



When communicating

Communication

- Know and follow our Firm values: **ethical behavior and confidentiality are key.**
- **Never disclose any client relationship and/or assignment.**
- **Don't send out role specifications** via business-oriented networking sites.
- **Don't comment on firms or executives** regardless of whether they are our Clients or not.
- **Don't use external web communities for internal communication purposes** – limit the risk of information leaks to a maximum at all times.
- Pay attention and **adhere to local laws and regulations** (e.g. the Federal Trade Commission guidelines in the US).

*Protect our know-how and
profession!*



When interacting

Interaction

- **Be professional:** promptly answer requests and **be polite**, even when declining invitations.
- It's up to you whether you accept or decline an invitation. Still, we recommend **rejecting invitations from people you don't know**.
- **Direct job seekers to our web portal** or take ownership of the process.
- **Limit your active approach to a short introduction** asking for contact details.
- Take it as a negative response if a contact request is ignored. **Never contact anybody more than three times**, if you don't get an answer.
- To protect the value of our judgment, **don't post references or give endorsements** on any contact's profile.

Use your common sense!



Profile Settings

- LinkedIn is the social media platform most used by Fortune 500 companies. LinkedIn is a key component of your and our online brand.
- [Here you can find our guidelines for consultants.](#)
- In case of any questions please contact [Global Marketing Team](#)



Private use of social media

Private Use

- Even as a private individual, you always represent the Firm.
- If you maintain a blog or contribute to online venues, and point to Egon Zehnder as your employer, please include a prominent disclaimer that the views expressed are yours alone (i.e. “The views/postings on this site are my own and don’t necessarily represent the position of Egon Zehnder”).
- Strictly observe Egon Zehnder’s harassment policy and its prohibitions on accessing or displaying pornography or other offensive material using Firm resources.
- Please don’t forget your day job: make sure that your personal online activities don’t interfere with your commitments to Egon Zehnder and limit the private use of social media during office hours to a minimum.

Use your common sense!



The internet has a long-term memory and the damage done by careless comments can prove irreparable. Nothing that you post on the internet is truly private.

Private Use

- Consider what you share with the public as comments might be difficult to delete once they are posted. **Don't let careless comments or imprudent photos turn into a professional embarrassment for you.**
- Remember that social media is used by **journalists, who won't hesitate to report** about what they find and can easily misrepresent the context.
- Please **refrain from linking to Egon Zehnder** on your private sites.
- Your online activities must **comply with applicable local laws.**

