Social Media and Technology Use Policy

Applicability: Applies to Enterprise
Originator: Human Resources
Approval: Executive Vice President & Chief Human Resources Officer

Requirement: Company Policy
Point of Contact: ERInbox@duke-energy.com
Effective Date: 05-15-2009
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THIS POLICY IS FOR INFORMATIONAL PURPOSES ONLY, AND IS NOT INTENDED TO CREATE A CONTRACT OF EMPLOYMENT BETWEEN AN EMPLOYEE AND DUKE ENERGY. THIS POLICY DOES NOT ALTER THE "AT-WILL" EMPLOYMENT STATUS OF DUKE ENERGY EMPLOYEES. "AT-WILL" EMPLOYMENT MEANS THAT EITHER AN EMPLOYEE OR DUKE ENERGY CAN TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY OR NO REASON, WITH OR WITHOUT CAUSE, AND WITH OR WITHOUT NOTICE, SUBJECT TO RESTRICTIONS UNDER ANY APPLICABLE LAW. NOTHING IN THIS POLICY IS INTENDED TO CONFLICT WITH THE TERMS OF ANY APPLICABLE COLLECTIVE BARGAINING AGREEMENT ("CBA"), WHERE A CONFLICT EXISTS, THE TERMS OF THE APPLICABLE CBA SHALL CONTROL.

APPLIES TO ALL DUKE ENERGY EMPLOYEES

Philosophy

Duke Energy has enabled employees to share their thoughts and collaborate online with colleagues at work, through the use of email, SharePoint and other technologies that can be accessed through the Portal (Duke Energy internal social media tools). These internal tools include news story commenting, customizable, personal profile pages (My Sites), personal blogs, discussion boards and wikis accessed through Duke Energy’s electronic communication systems.

Other social media tools – such as photo sharing, live streaming, blogs, wikis, social networks, etc.; are changing the communication landscape and are great ways to learn, find resources, share ideas, gather feedback and test concepts.

The Company encourages employees to use Duke Energy electronic communications systems constructively: to connect more effectively with their colleagues, educate themselves about the businesses, share their knowledge with others at the Company and get to know coworkers in other locations. The Company also endorses participation in online conversations that comply with Company policies through external social media tools, such as Twitter, LinkedIn and Facebook. However, employees are to clearly understand the expectations related to the use of these technologies as a representative of Duke Energy.

Duke Energy affords its employees with the opportunity to exchange ideas, viewpoints and best practices via the Company’s internal social media and email platforms. This includes commenting functionality enabled on select Portal articles, blogs and online discussions. Duke Energy welcomes all commentary, provided the commentary is shared in a constructive and respectful manner and in accordance with this policy and applicable law. To assist you in making responsible decisions about your use of social media and technology, this policy sets forth expectations and guidelines.

This policy will not be construed or applied in a way that interferes with an employee’s rights under the National Labor Relations Act or other applicable laws, including an employee’s right to engage in protected concerted activity while using social media or other technology and/or an employee’s right to raise any whistleblower type concern.

Duke Energy does not monitor social media sites for the purposes of identifying concerns raised to management. Employees should raise any such concerns to their supervisor, manager, Human Resources Business Partner, or
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through the anonymous, toll-free EthicsLine operated by a third party, at 866-838-4427 or https://ethicsline.duke-energy.com.

General Expectations

Discussing or sharing proprietary Company information, trade secrets or nonpublic information related to the current or future performance of the Company on social media sites is strictly prohibited. Inappropriate and/or unauthorized posting of internal reports, policies, procedures, contracts or other internal business-related confidential communications is also prohibited. As stated above, this Policy will not be interpreted or applied inconsistent with the requirements of the National Labor Relations Act or any other applicable laws.

Employees should not disclose the personal information of others, including their photograph or likeness, without having first obtained their permission. The posting of false, inaccurate or misleading information regarding Duke Energy and its employees, agents, and contingent workers/contractors is strictly prohibited. Should employees post information that is false, inaccurate or misleading, each situation will be reviewed on a case by case basis. Should employees’ actions be deemed as having malicious or defamatory intent, employees could be subject to corrective action.

Use of social media tools is subject to copyright and trademark laws. Employees must obtain any necessary permission and properly cite the source when using copyrighted text, photos, graphics, video or other material owned by others.

Questions regarding the application of this policy or the appropriateness of any material to be posted or otherwise communicated electronically should be directed to the employee’s supervisor or Human Resources Business Partner. Concerns regarding the use of social media or other technology may be reported to a supervisor or other member of management, Human Resources Business Partner, or, as explained in the Open Door Policy, the Ethics and Compliance Office. Employees may report concerns anonymously through Duke Energy’s EthicsLine, an external, anonymous reporting system that is available 24 hours a day, 365 days a year. The toll-free number is 866-8ETHICS (866-838-4427) and the website address is https://ethicsline.duke-energy.com. Answers to frequently asked questions can be found on the Social Media page of the Duke Energy Portal.

Expectations for Use of Internal Social Media and Technology Tools

- Postings on Duke Energy’s internal social media tools are not anonymous. Participants are identified automatically. Remember that any comments you share via the Company’s social media tools can be seen by all employees and contingent workers, including your teammates. However, the lack of anonymity does not mean that there are no limits on what you post. Your posts should be appropriate for a business setting, and comply with this policy. Ultimately, you are solely responsible for what you post online.
- Use good judgment and be courteous, professional and respectful of others at all times when using the Company’s social media tools, email, and other technology.
  - Remember that we want everyone to feel comfortable participating.
  - Make sure you would feel comfortable making the same comment in a face-to-face setting before you post.
  - Recognize that posting comments in all capital letters is likely to be construed as shouting.
  - Consider that sarcasm generally does not translate well online and is subject to misinterpretation.
  - All subject matter used in conjunction with Duke Energy social media or technology tools should be consistent with Company policies. The Company reserves the right to request that employees remove, delete or modify any subject matter (e.g., taglines, quotes, opinions, photos, etc.) that is inconsistent with these expectations.
  - Keep in mind that you are more likely to resolve work-related complaints by speaking directly with your coworkers, supervisor, Human Resources Business Partner, or by utilizing our Open Door Policy, rather than by posting complaints to a social media outlet.

- Use of Duke Energy internal social media and electronic communication tools is governed by the Code of Business Ethics (CoBE), the Electronic Communications - IT 300 Policy, the Acceptable Use of Electronic Communications IT 301 Standard, and other applicable Company policies, procedures and guidelines,
such as Duke Energy's Equal Employment Opportunity and Affirmative Action Policy and Harassment-Free Workplace Policy.

- Portal photos of employees are highly encouraged and must be business-appropriate (forward facing, head-and-shoulders picture of the employee; no sunglasses, ball caps, kids, etc.). Avatars and illustrations in lieu of photos are not permitted. Copyright rules must be followed to ensure publication rights when selecting a photo.
- Do not use Duke Energy internal technology tools in a manner that interferes with productivity. Duke Energy technology tools are in place to support productivity and effectiveness by allowing and enabling employees to share information and collaborate with colleagues.
- Do not use Duke Energy internal technology tools to promote businesses where there may be an opportunity for personal or family gain or otherwise create a conflict of interest. For more information, refer to the Conflict of Interest section of the Code of Business Ethics.
- Do not use internal technology tools to solicit coworkers in a way that violates Duke Energy's Solicitation and Distribution Policy.
- When sharing information through Duke Energy technology tools, employees must comply with the IT Security Policy, Standards and Procedures and follow all regulatory requirements. This includes the FERC Affiliate Restrictions and Standards of Conduct (especially the “No Conduit Rule”) and applicable state codes of conduct. Employees should always review communications to ensure that they are not inappropriately sharing market information or nonpublic transmission system information.

Consequences of Employee Posts that Violate this Policy

As with other communication tools, the use of Duke Energy internal technology tools is subject to monitoring. The Company reserves the right to remove any content that is deemed to be harassing, bullying, vulgar, discriminatory, offensive, malicious, threatening, intimidating, obscene, intentionally defamatory (about employees, officers, directors, vendors, customers, partners, affiliates or Company products and services) or violates the Code of Business Ethics, or other applicable Company policies and procedures. Any instances of this behavior will not be tolerated and may subject individuals to disciplinary action, up to and including termination. Administrators have the right to remove posts on the Company's social media platforms if they fall into these categories. In addition, post may be removed if it islargely irrelevant to the topic of the article, blog, discussion or other form of content.

Expectations for Use of External Social Media Tools

Several of the provisions regarding the use of Duke Energy internal social media tools also apply to the use of external social media sites. Additional provisions regarding the use of external social media are as follows:

- The Company reserves the right to determine what social networking sites will be accessible on Company equipment due to business needs and system requirements. Employees with a business need to access a blocked social media site must obtain their supervisor’s approval and upon approval, submit a request to the appropriate IT help desk to access the site.
- Authorized users of the Company’s electronic communications systems are permitted use of non-blocked external social networking tools during work hours, as needed, if such use does not interfere with Company business or productivity and complies with this policy.
- Authorized users of external social media on behalf of the Company agree that all social media and other online accounts and profiles (e.g., handles, logins, screen names, etc.) created or used by such user on behalf of the Company or otherwise for the purpose of promoting or marketing the Company or similar business purposes, including such profiles and accounts featuring or displaying the Company's name and trademarks, belong solely to the Company.
- Users of external social media must comply with the terms of service and policies applicable to the web sites and services being used.

When using external social media to express opinions on an aspect of the Company’s business, it is the employee’s responsibility to make clear that the posting is the employee’s own personal opinion and may not necessarily represent the views of the Company and/or its affiliates. If an employee speaks out on Duke Energy issues (e.g., regulatory proceedings, smart grid, coal mining methods, environmental issues, and electric vehicles)
as an individual, the employee should comply with this policy and all other applicable Company policies and procedures. If responding to criticisms of Duke Energy, it is best to remain factual and professional.

- It is suggested that the following disclosure or something similar be placed prominently on the website/blog or other posting in which such content is provided: “The views expressed on this website/blog are mine and do not necessarily reflect the views of my employer.”

Even with the above disclaimer, blog posts or comments by managers and executives could be misunderstood as stating a Company position on an issue. Managers and executives are expected to exercise a higher level of judgment when expressing personal opinions on social media sites.

- In addition, employees and contingent workers shall use their personal email address, not their Company email (i.e., duke-energy.com) address, when identifying themselves on any web site/blog or other external social network.
- Federal Trade Commission guidelines mandate that individuals disclose their affiliation with the Company any time they promote Duke Energy’s products and/or services in any way, including an online recommendation.
- Employees should not create an official looking Duke Energy online group on behalf of the Company or use the Duke Energy logo in an inappropriate manner without appropriate permissions. For more information, see the Brand Standards document on the Portal.
- Should a team, department or initiative develop a business case for a new social media group, page or profile, before establishing these sites or groups on behalf of the Company, employees and contingent workers must obtain information, training and approval from Corporate Communications.
- Only authorized spokespersons may make official statements on behalf of Duke Energy. Employees and contingent workers are not authorized to communicate on behalf of the Company with the media or in any other social media forum without express authorization from Corporate Communications. All inquiries received from the mainstream media must be referred to Corporate Communications.
- If a photo or video was shot on Duke Energy’s premises and was developed solely for Duke Energy internal communications or other Company use, approval from Corporate Communications is required prior to sharing the photo or video with external audiences online.
- If a discussion is discovered about the Company online that should be addressed, notify Corporate Communications so that the designated online spokesperson can determine if a response is required on behalf of the Company.
- For more information, refer to the Protecting Company Resources section of the CoBE.
- Employees are prohibited from providing job recommendations or professional references regarding Duke Energy employees, former Duke Energy employees and Duke Energy contingent workers on social networking sites.

NOTE: Violation of this policy or any applicable Duke Energy policy or procedure through the improper use of Company-provided technology, internal or external social media could result in corrective action, up to and including termination of employment.

Additional Documents
Code of Business Ethics
Corrective Action Policy
Employment Policy
IT Electronic Communications Policy
Solicitation and Distribution Policy
Social Media Frequently Asked Questions (FAQs)