

Representing Globe Life like a Pro



Globe Life is excited to provide Social Media pages where its staff and field representatives can interact with the Home Office, other agents, and consumers. Social Media etiquette, as outlined below, pertains to any content posted by the Home Office or the Company's followers. Our official Social Media pages are a professional representation of what we stand for as an organization. It is our goal that those interacting on our official pages conduct themselves with high integrity and sound ethical standards. Thus, we want to be sure our followers understand what is and is not appropriate to communicate on our official Social Media pages.



DO

USE GOOD JUDGMENT

Remember **your online communications are permanent** and may be seen by customers, coworkers, and those who look to you for leadership. Always use courtesy and common sense when engaging in Social Media interactions.

Put simply, **you are responsible for what you write online**. If you identify yourself as Home Office staff or a field representative of a Globe Life, know that your words are an indication of your own professionalism and integrity, in addition to that of the Company.

PROTECT PRIVATE INFORMATION

Protect private information of the company, and **don't discuss specifics such as products, rates, claim information, financials, and Home Office staff or field representatives' contact info** on Social Media.

Private message any sensitive or confidential information, including health, policy, or contact info, to remain in compliance with HIPAA and FINRA regulations.

MAKE INTERACTIONS BENEFICIAL

While interacting on our official Social Media pages, always be sure you're doing so as an ambassador of your specific Company. **Positively promote solutions and demonstrate the enthusiastic culture** that permeates Globe Life.



DON'T

DON'T BE AMBIGUOUS

When engaging in a conversation about our Company, always identify yourself as someone with knowledge pertaining to the situation at hand; in the case, an agent, Home Office staff, or field representative of Globe Life. **If you aren't a subject matter expert in a particular situation, it's best not to jump in.**

When stating your own opinion, make that clear.

Otherwise, some may confuse your words as the official Company position.

DON'T DISCUSS INAPPROPRIATE MATTERS

A good rule of thumb: **If something you're about to publish makes you stop and wonder if it's appropriate, don't publish it.**

Don't use our official Social Media pages as a forum to discuss unrelated or inappropriate matters.

DON'T BE DISRESPECTFUL

While interacting on our official Social Media pages, be sure you're doing so as an ambassador of your specific company. Respect your fellow Social Media user; be helpful, insightful, **and always make sure you're adding to the conversation.**

Questions? Comments? E-mail SocialMedia@Globe.Life