



### **1. FOLLOW SOUTHWEST STANDARDS (THE GOLDEN RULE)**

Employees are responsible for the comments they make on the internet. Do not post materials that may reflect negatively on Southwest or its Leaders, Employees, or Customers. Any conduct that would be in violation of Company rules may be grounds for discipline or dismissal.



### **2. EMPLOYEE IDENTIFICATION**

If Employees talk online about the Company or its services, it should be made clear they are Southwest Employees. Employees are to identify that they aren't speaking on behalf of Southwest Airlines. Profiles should include a disclaimer similar to "The postings on this site are my own and do not necessarily represent the views or opinions of Southwest Airlines' Officers, Directors, or Employees." Remember, that only officially-designated Employees are authorized to speak on behalf of the Company.



### **3. BE AN AMBASSADOR**

Employees should strive to represent Southwest Airlines in the best way at all times. Though Employees may not be speaking on behalf of the Company, they are still representatives of Southwest Airlines.



### **4. SHHH - IT'S A SECRET!**

Keep confidential information confidential. If secret information winds up in the wrong hands, Southwest's Culture, reputation and livelihood are at risk. Company-related internet communication should only discuss publicly-known information. If Employees aren't sure whether information is public, don't make it public.



### **5. RESPECT THE PRIVACY OF OTHERS**

The lines between public and private are not as defined in the internet space. Be careful when posting content that involves details of co-workers' personal lives. Assume that everything Employees post online will stay there forever, for anyone to see.



### **6. COMPANY TRADEMARKS AND LOGOS**

Southwest's logos, trademarks, and copyrighted materials may not be used in any manner without the express written permission of the Southwest Airlines Licensing Department in Marketing.



### **7. FOLLOW THE RULES**

Do not engage in illegal or unlawful activities. Even posting comments, pictures, videos or other information about participation in illegal activities is against the rules. Do not post or share copyrighted materials unless a license has been granted for the use of those materials.



### **8. BE ACCOUNTABLE**

Please report inappropriate online behavior by Southwest Employees to:

Christi McNeill  
Southwest Airlines Co.  
HDQ-IPR  
2702 Love Field Drive  
Dallas, TX 75235  
(214)792-4654

