

SOCIAL MEDIA

REMINDERS

We encourage you to share your enthusiasm about our Company online, but always adhere to our Company's social media policy.

Patients, healthcare professionals, investors, job candidates, and other stakeholders rely on accurate and clear information about our products and our Company. And there are regulations that apply to the information we publicly share.



Be careful when engaging with Company-related content through personal social media!

Even seemingly innocent posts can reveal confidential information about our Company or be interpreted as improper product promotion.



DO

Reflect our Company's core values

Report adverse events and product complaints you learn of on social media

Disclose that the views expressed are your own

Follow our Company's official social media channels

Respond to official Company posts that do not mention products

Like or share Company posts that mention products if you work in the US (but do not add any comments)

Alert Compliance when you discover misinformation about our Company or products online

DON'T



Share proprietary or confidential information about our Company

Mention or reference any Company products in your posts or comments

Provide medical advice

Proactively add our logo to a post or comment

Use your Company email address when creating a personal social media profile

Respond to third-party content that references our Company or products

Personally try to correct misinformation about our Company or products

Post or respond to negative content about competitors

Questions?

Contact your manager, Legal, or Compliance.

