

Social Media Policy

Version: 1.1

At Walmart, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Managers and supervisors should use the supplemental [Social Media Management Guidelines](#) for additional guidance in administering the policy

What this Policy Covers

Social media can mean many things. Social media includes all means of communicating or posting content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Walmart, as well as any other form of electronic communication.

This Policy applies to any use of social media, whether or not you are using it at work. Most associates do not use social media as part of their jobs. If you are authorized by your manager to use social media in your job, your manager will provide additional guidance for such use. There are restrictions on the use of social media at work, as stated in the **Using social media at work** section below.

Guidelines

We hope you will conduct your online activities consistent with applicable Walmart policies and Walmart's basic beliefs. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Because what you post online may be seen by other associates, customers, members, or others who do business with Walmart, even purely personal posts may have an impact on the workplace or Walmart's business. Conduct that adversely affects your job performance; unduly interferes with the job performance of fellow associates; or untruthfully disparages our products, services, or members, customers, suppliers, people who work

on behalf of Walmart, or Walmart's legitimate business interests may result in disciplinary action up to and including termination.

For guidance about the content of what you post online, carefully read this Policy. In addition, while your conduct should comply with all company policies applicable to your job performance or job-related conduct, pay particular attention to the following:

[Statement of Ethics](#)

[Walmart Information Policy](#)

[Discrimination and Harassment Prevention Policy](#)

[Violence-Free Workplace Policy](#)

Postings that include discriminatory remarks, unlawful harassment, and threats of violence or similar egregiously inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Treat others like you want to be treated

Always be fair and civil to fellow associates, customers, members, suppliers or people who work on behalf of Walmart. Also, keep in mind that you may be more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our [Open Door Communications Policy](#) than by posting complaints to a social media outlet. Field Management associates at Market level or above and Home Office based associates (management and hourly) may use social media for personal purposes during working time or on company equipment as long as such use does not interfere with timely completion of duties or job performance and is consistent with our policies, including the [Company Equipment Policy](#).

All other associates should not use Social Media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the [Company Equipment Policy](#).

Regardless of your position, you should not use a Walmart email address to register on social networks, blogs, or other online tools utilized for personal use.

Retaliation is prohibited

Walmart prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Associates should not speak to the media on Walmart's behalf without contacting the Corporate Affairs Department at 1-800-331-0085. All media inquiries requesting comment by Walmart should be directed to them

For more information

If you have questions or need further guidance, please contact your HR Business Partner.