



Social Media Policy

Last Revised: June 16, 2021

This policy applies to Taboolars and contractors who post about Taboola on social media. Whether you post content on Twitter, Instagram, Wikipedia, LinkedIn, Facebook, or any other social media networks, tag Taboola in a post, or comment on online media stories or in groups — this policy for you.

Most of us interact with social media daily. “Social Media” extends to any digital platform that enables you to use, create, and share content, opinions, insights, experiences, and perspectives. Social Media can take many forms, including text, images, audio, video, and other multimedia communications.

While we encourage all Taboola employees to actively participate in Social Media and share our brand message, it’s important to remember that you are having a conversation in a public forum which means you should take care to maintain professionalism and carefully consider what you post before you do so. Some of these rules might sound strict and contain a bit of legal jargon but please keep in mind that our overall goal is simple:

To participate online in a respectful, relevant way that protects your personal reputation and Taboola’s brand, and of course follows the letter and spirit of the law.

Social Media Do’s

- Ensure you’ve read and are following the [Taboola Code of Conduct](#);
- Share only news that has been:
 - published by Taboola on our website, blogs and official social media channels, or
 - vetted by you to ensure accuracy and does not mention Taboola’s financials, any figures or encourage people to purchase Taboola shares.
- Be inclusive to our global and diverse audience;
- Be sure to convey that your post is your own personal opinion;
- Check with the Marketing team before you use customer and partner logos and information - - to make sure there are no restrictions on usage;
- Be truthful, accurate and respectful;
- Refer all media enquiries to our Public Relations team press@taboola.com; and
- When speaking on behalf of Taboola (e.g. webinar, conference, article, etc.):
 - Identify yourself as a Taboola employee;
 - Make sure to approve all materials prior to publishing/posting/speaking;
 - Mind copyrights and give credit to the owners; and
 - Use Taboola’s official, approved logo, found [here](#).

Social Media Don'ts

- Don't use discriminatory, harassing, intimidating, or offensive language;
- Don't share Taboola's financial-related news items that:
 - have not been published by Taboola through Taboola's official outlets (website, blogs, social media channels, etc), or
 - contain statements encouraging the purchase of Taboola shares, or confidential information;
- Don't post or comment on any confidential information, general discussions around Taboola shares or earnings or any merger and acquisition activity;
- Don't post or comment about buying or selling Taboola shares;
- Don't share any financial data or business information that is not publicly available;
- Don't make any statements that are false, misleading or unsubstantiated;
- Don't speak on behalf of Taboola without the approval of the Taboola Public Relations team press@taboola.com;
- Don't cite or reference customers, partners or suppliers, as well as their logos and trademarks on business-related matters without their prior approval. Check with the Marketing team to make sure that a customer, partner or supplier doesn't have restrictions on the use of their logo or trademark; and
- Don't answer or forward any media enquiries without specific approval from Taboola's Public Relations team.

When in doubt - Ask First, Post Later!

If you have any doubt about something you're about to post, reach out to the Public Relations or Legal team and they will be happy to guide you.

Remember, ultimately you are personally responsible for how and what you communicate on Social Media, and for ensuring your communications adhere to these guidelines. Any violation could potentially result in legal and/or disciplinary action up to and including termination of employment or service agreement.

If you see or suspect any violations of this Policy please reach out to the Human Resources Department. If you have any questions, please feel free to reach out to the Public Relations, Legal or Human Resources teams.

Thank you for your cooperation, and for being Taboola's brand ambassadors online.

