



SOCIAL MEDIA POLICY

Purpose

This document outlines the Kelly Services, Inc. and its subsidiaries ("Kelly," "Kelly Services," or "Company") policy regarding employee participation and conduct within social media networks.

As an employee of Kelly, you are personally responsible for any comments about and on behalf of the Company that you post to a social media network (e.g., Facebook, LinkedIn, Twitter, YouTube, blogs, or forums). When identifying yourself on these networks as a Kelly employee, you associate yourself with the Company, your colleagues, managers, and customers. Therefore, be mindful that your postings will be available to the general public.

Policy

To protect Kelly, our customers, and other parties with whom we do business, Kelly Services has adopted rules of permissible and prohibited conduct regarding employee use of social media networks. You must follow this policy when using social media networks. Your failure to comply with these rules may result in disciplinary action, up to and including termination of employment, subject to applicable law.

Any intellectual property created by you on such social media networks that is created during the course of your employment and/or using the property of Kelly Services shall be considered "work made for hire" and shall be the property of Kelly Services.

I. Rules for Social Media Use

- Only approved Kelly officers, employees, and representatives can speak on behalf of Kelly. Never represent yourself as a spokesperson for the Company, unless you are authorized to do so. If the Company is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Company, fellow employees, clients, suppliers, or people working on behalf of the Company. If you do publish a blog or post online related to the work you do or subjects associated with the Company, make it clear that you are not speaking on behalf of the Company. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Company."
- Do not infringe on Kelly Services logos, brand names, images, intellectual property, or trademarks, which includes setting up Kelly-branded pages or sites on social networks such as a Kelly-branded Facebook page or Kelly-branded Twitter account. Only the Kelly Marketing organization is authorized to create Kelly-branded pages or sites on social networks.
- Use good judgment. Be smart about what you publish; once you post something, assume it lives forever. You are responsible for what you post. Take it seriously.
- Do not engage in conduct that could constitute harassment under Kelly's Anti-Harassment policies. Such conduct includes for example, any discriminatory postings that are based on a person's race, sex, religion, national origin, age, or other protected classifications under applicable law.
- Do not make any false statements about Kelly or its customers.
- Respect intellectual property laws governing copyright, fair use of copyrighted material, trademarks, and other intellectual property, including that of third-parties.
- Be professional. All Company policies and standards apply to your social media posts, including, but not limited to, policies related to harassment, code of conduct, non-competition, conflicts of interest,

and protecting trade secrets and other confidential and/or proprietary information. When posting, you must follow these policies.

- Keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers, supervisor, or Human Resources than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, vendors, suppliers or members of the public, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by federal, state and local law or Company policy.
- Refrain from using social media while on working time unless it is work-related as authorized by your manager. Do not use the Company email addresses to register on social networks, blogs or other online tools utilized for personal use.

II. Prohibited Conduct Includes:

- Disclosing trade secrets and other confidential or proprietary information, belonging to the Company, customers, or candidates such as candidate lists, customer lists, pricing information, strategy discussions, Social Security numbers, information regarding the development of systems, processes, products, know-how, technology, internal non-public reports, confidential and proprietary procedures, or other internal business-related confidential communications and Company proprietary information.
- Violating the Company's Code of Business Conduct and Ethics and other policies.
- Exposing yourself or others to material online or through e-mail that may create a hostile work environment based on any legally protected class, such as race, sex, disability, religion, or any other protected status by law.
- Using statements that could be viewed as malicious, obscene, threatening, discriminatory, or harassing, against employees, applicants, candidates, customers, members, associates, or suppliers. Examples of such conduct might include posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or Company policy.
- Spamming during working time (i.e., sending unsolicited bulk e-mail that is not work related, such as commercial advertising, union solicitation, or other protected activity).
- Allowing the use of social media to interfere with work responsibilities – while you are on working time, refrain from online activities that are not work related.
- Nothing in this policy is intended to limit, restrict, or affect any rights employees may have under the National Labor Relations Act ("NLRA") to communicate with other employees or the public about their wages, hours, benefits, or other terms and conditions of employment, or any other rights employees may have under the NLRA or any other applicable laws, legislation, and regulations in any relevant jurisdiction. You will not be disciplined, discriminated against, retaliated against, or experience any adverse consequences as a result of exercising any of your rights under any applicable laws, including the right to engage in protected concerted activity for mutual aid and protection.

III. Reporting Social Media Postings

If a post that you believe may violate Company policy is found online, please contact Mailbox Security (KGS@kellyservices.com) for review and evaluation to determine appropriate action, if necessary. For instance, if a post is found online of an employee disclosing a Company trade secret, an employee threatening violence, or an employee complaining about harassment at the workplace, contact Mailbox Security.

IV. Employee, Applicant, and Candidate Social Media Usernames and Passwords

Do not request or require any employee, applicant, or candidate to provide any password or other related account information in order to gain access to the employee, applicant, or candidate's account or profile on a social network.

Contact

Regular Kelly Staff: For questions regarding this policy, contact your HR manager.

Temporary Kelly Employees: Contact the HR manager who supports your location. Their name and phone number can be obtained from your Kelly representative, or the Human Resources department at Kelly's Corporate Headquarters.