

CNN SOCIAL MEDIA GUIDELINES

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It is important to understand the company's expectations and guidelines regarding your activities online. These guidelines are not exhaustive and cannot address every situation that you may face. They serve as a roadmap regarding your presence on various social media platforms.

Editorial Standards

Social media posts must meet CNN's editorial standards for accuracy, fairness and attribution. To avoid the appearance of bias, you are prohibited from sharing opinions or grievances on causes, movements, issues, people, politicians, governments, companies or organizations that we cover. There are rare exceptions to some of these guidelines in certain circumstances, and employees that applies to have been notified by management. As a CNN employee, you represent yourself and CNN. Common caveats of "views are mine and do not represent my employer" or "retweets are not endorsements" do not protect CNN from the appearance of bias.

Similarly, if you post comments that can be perceived as endorsement, promotion or testimonial for CNN or any WarnerMedia company, you are required to share your company affiliation in your bio or with that particular post.

Company standards

Social media posts must meet the company standards for tolerance, inclusion and anti-harassment. Online behavior that does not align with our standards for an [inclusive workplace](#) can result in discipline, up to and including termination.

Breaking News

Do not break news of CNN reporting on your individual account in advance of the reporting being shared on official CNN platforms (TV or digital). When you do post news from CNN, it is important that you include a URL of the story in your posting so that your followers can find the full story and its full context on CNN platforms.

Do not use social media to share rumors or speculation of any kind regardless of whether other journalists or news companies have published the reports.

If you share verified on the record information from a different news organization, provide appropriate context or attribution. However, you should always check first with our news desks about whether our own reporting, not yet published, might conflict with the reporting of others.

Posting Imagery

Posting videos or pictures of our work or workspace to individual accounts should not include any of our editorial processes including meetings and control rooms. These forums and spaces are considered confidential. Any exceptions require permission from management.

Any live-streaming on verified CNN social accounts should be approved by *a senior manager in each of the social, video, newsgathering teams involved.*

Corrections

If you have posted editorial information that needs to be corrected or deleted, please reach out to your management and PR team for advice on corrections and/or removal of posts.

Security

If you are attacked, trolled or challenged on social media, do not respond. By doing so, you elevate the conversation and encourage the behavior. If you are personally threatened or harassed, please report the behavior immediately to your management and/or WarnerMedia Global Security by emailing WMGlobalSecurity@warnermediagroup.com. Your contacts within PR and HR can also provide assistance and support in these situations. Remember to be careful when sharing your location and personal information, use strong passwords and two-factor authentication, and review your privacy settings.

General Questions

You are expected to follow this policy. Your failure to do so may result in your being disciplined which, depending on the circumstances, can include termination of employment.

If you are unsure about the intent of these guidelines or something seems unclear, check with your manager, the Social Media senior editorial team, or your contact within the TRIAD.