



**Corporate Policy
Social Media**

I. Scope

This Policy is applicable to all BNSF employees and Representatives who use Social Media.

II. Purpose

This Policy defines the rules for Social Media use, when such use is or could appear to be authorized by BNSF.

III. Definitions

BNSF: Burlington Northern Santa Fe, LLC and its wholly-owned subsidiaries.

Business Use of Social Media: The use of Social Media where an employee or Representatives is speaking on behalf of, or considered the corporate voice of, BNSF.

Representatives: Third parties, including contractors, business partners, customers or vendors acting on behalf of BNSF.

Social Media: Websites and applications that are used for external social networking or to exchange non-traditional media, including blogs, internet forums, photo and video sharing sites, document management, rating sites, social networks, etc.. Some specific examples are Facebook, Twitter, LinkedIn, YouTube, Pinterest, Wikis, Skype, and Google Plus.

IV. Policy Requirements

- A. During any Business Use of Social Media, employees and Representatives must comply with BNSF's Vision and Values, Code of Conduct and all applicable policies and law. Employees and Representatives should use reasonable discretion and care when posting on Social Media.
- B. Employees and Representatives are prohibited from using Social Media as a means to harass, intimidate, or otherwise mistreat other employees, customers, vendors or other business associates. For more information, refer to the Equal Employment Opportunity, Anti-Discrimination and Harassment and Violence in the Workplace policies.
- C. Employees and Representatives are prohibited from disclosing any Confidential Information through Social Media. For more information, refer to the Confidential Information Policy.
- D. Business Use of Social Media is permitted, subject to the following conditions:
 - 1. Employees and Representatives must get approval from the Corporate Relations Department prior to Business Use of Social Media.
 - 2. Any posting on Social Media must clearly show that the posting is associated with BNSF.
 - 3. When posting another party's work on Social Media, employees and Representatives must reference or cite the author or owner of the work. For more information, refer to the Intellectual Property Policy.
 - 4. Employees and Representatives are permitted to use some forms of Social Media as a tool to collaborate and communicate with others provided such use does not interfere with assigned duties and responsibilities.
 - 5. Social Media accounts set up to conduct business on behalf of BNSF belong to BNSF, not the employee. BNSF owns all of the information created, compiled or accessed using these accounts. Upon BNSF's request, all such information, including, but not limited to, usernames, passwords, login information and friend, follower, or contact lists must be returned or provided to BNSF.
- E. When commenting about BNSF or a competitor on Social Media without a Business Use of Social Media, employees and Representatives must identify their association with BNSF and clearly state that their comments do not represent the official views of BNSF. The following disclaimer is recommended:



"I am an employee of BNSF Railway Company. The thoughts and opinions expressed are mine and do not necessarily represent the views of BNSF."

F. All activity using BNSF's resources and communications systems is subject to monitoring, interception, review, storage, recording, disclosure and duplication. There is no right or expectation of privacy in any content an employee or Representative creates, receives, accesses or stores using BNSF resources and systems.

V. Audit

The Audit Department may perform periodic audits to assess compliance with this Policy. Audit findings are reported to the Law Department Compliance Team.

VI. Enforcement

Failure to comply with this Policy could result in disciplinary action up to and including termination of employment.

VII. Questions/Reports

If you have any questions about this Policy or would like to report a potential violation of this Policy, please contact the Policy Sponsor or BNSF's Chief Compliance Officer. Reports regarding violations of this Policy may be submitted anonymously by using the BNSF Hotline at 1-800-533-BNSF.

VIII. Policy Sponsor

Zak Andersen
Vice President Corporate Relations

Jo-ann Olsovsky
Vice President Technology Service and Chief Information Officer

IX. Related Policies and Corporate Rules

Confidential Information Policy
Electronic Messaging Corporate Rule
Equal Opportunity, Anti-Discrimination and Harassment Policy
Information Security Policy
Intellectual Property Policy
Violence in the Workplace Policy

X. Policy History

Effective Date: March 10, 2011
Last Revised: December 9, 2013

Approved:

/s/ Matthew K. Rose
Matthew K. Rose
Chairman and Chief Executive Officer