

Lane Livers' Code of Ethics

1. Truth and honesty are values that will take precedence when working in the public field of my choice; my ultimate goal is to create and maintain a positive relationship with my company, the public and myself, by being honest with consumers in all situations at all times.
2. I understand that what I put on the Internet not only represents myself as an individual, but also the company I work for as a whole. I believe photos of common social behavior are acceptable but will use my better judgment to draw the line between what is professional and what is not. For example, being "tagged" in a photo on Facebook holding a beer if I'm 21 years old is acceptable whereas being obviously wasted while operating a vehicle is not. It would also be in both my and my employer's better interest to keep all social media networks on a private setting so that I can monitor the people I am sharing my pictures and ideas with.
3. In addition to the previous statement, maintaining my company and employer's image is equally as important as maintaining my own. If I'm working for an anti-tobacco campaign it would not be professional to be "tagged" in pictures smoking a cigarette.
4. I wish to remain transparent as a professional at all times and will strive to help the company that I work for to remain transparent with its public. There will be times when this will be challenged and I will need to work around obstacles in order to achieve complete transparency, but before employment I plan to inform my future employer that my ultimate loyalty is to the public.
5. Loyalty to the public takes precedence even when dealing with the company by which I am employed because as a professional, one of my main goals is to remain credible and transparent at all times. For instance, if my company asked me to lie for a certain campaign or reason in order to make a bigger profit or attract more consumers, I would put the public's best interest over the company's and my own. I would, however, inform the company of my actions ahead of time and attempt to help my employer find a different solution.
6. Bribery will not be tolerated in any form. I will refuse paid lunches, dinners, etc., along with gifts and tickets in order to remain objective and totally unbiased.
7. By following this code of ethics I hope to ultimately enhance my profession by remaining honest at all times and gaining credibility.