



Nexen's Social Media Participation Guidelines

General Social Media Terms of Use

By using or accessing any of the Nexen Energy ULC (Nexen) social media sites, you agree to comply with these Participation Guidelines, as well as terms of use and other engagement rules related to each specific social media platform as listed on each site (e.g. Facebook Statement of Rights and Responsibilities, Twitter Terms of Use, etc.). We may revise these Participation Guidelines as well as other specific engagement rules at any time without notice. Consequently, it is your responsibility to consult the Participation Guidelines regularly. Your continued use of any of Nexen's social media sites following the posting of changes or modifications to these Participation Guidelines will confirm your acceptance of such changes or modifications.

The following information reflects Nexen's social media Participation Guidelines for:

- YouTube – www.youtube.com/Nexen
- Flickr – www.flickr.com/photos/nexenenergy
- Facebook – www.facebook.com/nxytv
- Twitter – <https://twitter.com/nexenenergy>
- LinkedIn – <http://www.linkedin.com/company/nexen>
- Third-party sites

Participation Guidelines

Nexen uses social media as a way to share relevant and interesting content with our stakeholders. Nexen may share information about our operations, company events, recruitment efforts, community investment and various other activities related to our industry through photos, videos and posted content.

Engaging with Nexen

YouTube and Flickr

On Nexen's YouTube channel and Flickr site, we do not allow comments due to limited resources to provide a response. If you have any comments or questions about what is posted on our YouTube channel or Flickr account, please send them through our Contact Us section of our Nexen website, www.nexencnooltd.com or email CorpComm@nexencnooltd.com.

You may use or reproduce photos used in our Flickr library for non-commercial purposes as long as the photos are not modified and are linked to the Nexen Flickr account as per Flickr's terms of use.

Facebook

On Nexen's Facebook pages, we aim to post relevant and interesting content, and welcome your comments and suggestions. Although we encourage conversation and dialogue, we want to ensure a respectful environment for our customers, employees, partners and stakeholders.

- We encourage you to post comments and "like" articles, photos and videos you enjoy and would like to see more of
- We may or may not reply to comments

We reserve the right to delete:

- Comments, links, images or videos that are obscene, profane or hateful in nature;
- Posts that may be offensive to other community members;
- Comments that threaten any person or organization or company;
- Comments that defame or harass an individual or group;
- Successive off-topic posts by one or more individuals or groups;
- Repetitive posts copied and pasted or duplicated by one or more individuals or groups;
- Solicitations or advertisements;
- Comments, links, images or videos that encourage illegal activity;
- Any materials that we believe may infringe upon the rights of any third party; and
- False comments or claims about Nexen, its personnel, or any of Nexen's competitors or their personnel.

Facebook has pages that source information from other sites, such as Wikipedia. The information posted about Nexen to these pages is not necessarily official content from or endorsed by our company.

Twitter

Nexen uses Twitter as a way to participate in conversations about our business, recruitment efforts and our industry. We may retweet news and links we believe are relevant to the work we do in the oil and gas industry and/or of interest to our followers. Tweets that we retweet do not imply endorsement on our part.

We will do our best to read all @replies and direct messages sent to us based on availability of our resources.

LinkedIn

Nexen uses LinkedIn to share information about our company and for recruitment efforts and may have more than one LinkedIn account. Nexen may use its account(s) to connect with other LinkedIn users we believe are relevant to our industry and our company. This does not imply endorsement of any kind.

Third-Party Sites

Nexen strives to be a good social media citizen and will report any social media accounts that appear to be spam or have malicious intent. In addition to maintaining our own social media sites, Nexen may subscribe or link to third-party websites and accounts we believe are relevant to our industry. This could include subscribing to the accounts and websites of companies and other commercial enterprises (and/or their employees) that comment and/or share videos and photos on industry-related matters. This does not imply endorsement of any kind.

Legal Notices, Copyright and Privacy

Nexen is a wholly-owned subsidiary of CNOOC Limited, a publicly-traded company, operating in a regulated industry. Comments, messages, photos or video responses pertaining to any ongoing legal matters or regulatory issues specific to Nexen or CNOOC Limited will not be acknowledged.

For information about our policies concerning content ownership and privacy, as well as our responsibility for the accuracy of comments posted on this site, read our Legal Notices, Copyright and Privacy section of our Nexen website, www.nexencnoocld.com.

We do not ask individuals for personal or confidential information through social media tools.

Language Policy

We post videos, photo descriptions, content, Tweets and comments in English.

Nexen Personnel Using Social Media

Some Nexen personnel use social media outside of work hours and/or in their personal capacity under their own names or pseudonyms. Despite their professional affiliation with Nexen, posted videos, comments, Tweets, posts, content and other social media activities of personnel in their personal capacity do not represent the official position of Nexen. Such activities should be considered as those of private citizens. Only comments posted by authorized Nexen personnel are those of the company.