

FROM: DiGiorno Pizza  
TO: DiGiorno Pizza's Franchisees and managers  
DATE: 4/13/2022  
SUBJECT: Changes to Social Media Policies

As seen on the official Twitter account, there is an immediate call to action to change our policies and protocol in many regards.

### **Overview**

On Apr 12, 2022, our social media coordinator, social media community manager and digital strategist insensitively used a hashtag to try to appeal to the general public. This blunder is a wake-up call for immediate action to change our policies and protocol whenever anyone posts on the official social media platforms. We are going to outline how each DiGiorno restaurant is to implement immediate damage control with outraged customers.

### **Immediate actions at Headquarters**

Thankfully, we spotted this massive mistake four minutes later and are taking immediate action. But the fact that this happened at all means everyone in our social media team will be suspended until further notice. There is going to be a meeting with consultants so we can better circumnavigate this tricky situation and to make an appropriate public apology. We are also asking for any stories for #WhyIStayed from any of our employees for the official twitter to use the story, with credit given.

### **Immediate action within stores**

For franchisees, inform your employees about this accident within the next business day. Be sure that whenever any of the employees mentions the incident to a customer they include "this is my personal stance and does not represent DiGiorno". Once headquarters has an official apology, it will be sent to the whole company via another memo. For Franchisees, print out the official statement and put it on the front entrance to the restaurant.

### **Long-term Change**

All social media employees will take a social media management course within Cornell University Online. We will also restructure the social media chain so that every post on any social media platform has to be screened by our social media strategist before being posted. For any willing Franchisees, there is a possibility for a secret menu item called #WTFDiGiorno to poke fun at ourselves for this mistake and to show that we understand our fault.

### **Conclusion**

This is a very tricky situation for the company and we have to be extra careful to not step on any toes. Everyone here at Headquarters understands the impact this blunder will have and are truly sorry. For everyone that is affected by this and wants to speak their mind about it, please make sure to make it clear that it is your option and does not reflect the company. When we properly have a public statement, please make the statement visible on the front door. Be careful what you say going forward, everything we do for now on will be heavily scrutinized