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1. Purpose

This policy sets the standard for internal and external communications via TikTok and related platforms.

2. Content Guidelines

- **Maintain brand tone: professional, engaging, gaming-culture friendly**
- **Use hashtags appropriately**
- **Never post misleading, aggressive, or discriminatory content**

3. Authorized Users

Only approved staff or contractors may publish content on behalf of Gamers Hub Network.

4. Crisis Management

In case of controversy or backlash, all public responses must be approved by senior management and legal.

VAT No: GB123456789

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