

Memorandum

TO: All DiGiorno employees, all social media manager positions
FROM: John Carmichael, president of Nestlé Food Division
DATE: October 30, 2024
SUBJECT: Regarding the #WhyIStayed Twitter incident

Recently, a social media ambassador for Nestlé's DiGiorno brand frozen pizza mistakenly made uncouth remarks regarding abusive relationships on X, formerly Twitter.

Context for the #WhyIStayed Campaign

Over this past week, X users have started a hashtag campaign titled “#WhyIStayed”, highlighting reasons why partners in abusive relationships stayed. This was done in solidarity with football player Ray Rice's wife after released security camera footage showed third-degree aggravated assault against her. A social media ambassador for Nestlé's DiGiorno brand frozen pizza made a tweet on X referencing this campaign without knowing the context behind it.

The Tweet and Media Outcry

This since deleted tweet read: “#WhyIStayed You had pizza.” Knowing the context of the #WhyIStayed campaign, this reads as if the DiGiorno brand is making light of abusive relationships. Outcry from the media at large was swift and harsh, as expected. After an internal investigation, we have decided that our social media guidelines were lacking, and the staff member behind the tweet was not entirely at fault. The employee, a social media intern, has since been reprimanded and moved from their current position.

Steps Taken to Correct This

While this was a mistake, it is very important to understand the full context behind anything when referencing it in a public statement. Tweets, no matter how insignificant they may seem, are reflective of the company at large, and the utmost care must be taken when interfacing with our customers on social media. Over the next two weeks, all social media manager positions will be sent new training material focusing on content analysis and research. All main “tweets” and posts on other social media platforms must be reviewed by two people other than the poster before being sent. Additionally, there are new guidelines to prevent statements from being interpreted in unintended ways. The Nestlé Social Media Division is preparing a proper statement to the public at large, as well as making a \$500,000 donation to Women Against Abuse.

The public's trust in DiGiorno has been broken. We at Nestlé have no tolerance for domestic abuse, and the following weeks will be spent ensuring the public of this.