

Memorandum

TO: DiGiorno Staff

FROM: Emma Frampton, DiGiorno CEO

DATE: March 15, 2024

SUBJECT: Apology and Next Steps for Inappropriate Tweet

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DiGiorno's social media team made an unintentionally inappropriate comment related to domestic violence on Twitter.

**Overview**

Some of you may have heard of the recent tweet made on the official DiGiorno Twitter account under the #WhyIStayed hashtag. This hashtag is a space for survivors of domestic abuse to share their voices on Twitter. Unfortunately, a member of the social media team mistook the purpose of the hashtag and left an unintentionally inappropriate comment. This comment has understandably hurt our team and customers.

**An Apology**

Most importantly, I want to apologize to everyone impacted by our major mistake. DiGiorno stands with victims of domestic violence and extends our sincerest apologies for this mistake that will never happen again.

**What's Been Done**

HR has investigated the incident and has taken down the tweet from the official Twitter page. We have posted a public apology to our community on all of our platforms and website. Acknowledging our mistakes is the first step to reinforcing DiGiorno's core values.

**Our Social Media Team**

Many of you may be frustrated with the social media team at this time; however, this was an honest mistake. As a family company we learn and grow together and this provides a learning opportunity for all of us.

**What's Next**

DiGiorno is committed to supporting victims and preventing future harm. Starting now, there will be mandatory peer review checks on all posts before publication. Moreover, there will be more restrictions on the content on all of our social media accounts. Finally, social media training will also be required yearly for our marketing department.

In addition to reinforcing better social media practices, we will also be standing with domestic violence victims. We will be donating to the Delaware Coalition Against Domestic Abuse and providing direct domestic violence resources to all employees in an upcoming email. We are dedicated to making DiGiorno's a stronger and better family.