

## Piped Piper Social Media Policy

### Purpose

Piped Piper encourages responsible social media use by employees, both for personal accounts and when representing the company. This policy outlines guidelines to protect the company's reputation, maintain professionalism, and respect confidentiality.

### Guidelines for Personal Social Media Use

- **Be Respectful:** Avoid discriminatory, offensive, harassing, or defamatory posts that could damage Piped Piper's reputation or create a hostile work environment.
- **Disclaimer:** Make it clear on your profiles that your opinions are your own and do not represent Piped Piper officially (e.g., "Opinions expressed are my own").
- **Confidentiality:** Never disclose confidential company information, trade secrets, or private client data on social media.
- **Think Before You Post:** Once content is online, it can be difficult to fully remove. Consider the potential consequences of any post relating to Piped Piper, its employees, or clients.

### Representing Piped Piper on Social Media

- **Authorization:** Only employees specifically authorized to manage Piped Piper's official social media accounts may do so.
- **Brand Voice:** Maintain Piped Piper's brand voice and messaging in all company posts and interactions.
- **Accuracy:** Verify the accuracy of information before sharing.
- **Responsiveness:** Monitor and respond to comments and questions on official accounts in a timely and professional manner.
- **Escalation:** If you encounter negative comments or criticism, escalate the issue to your manager or HR for guidance.

### Consequences of Policy Violations

Violations of this social media policy may result in disciplinary action, up to and including termination of employment.

### Questions?

If you have any questions or concerns about our social media policy, please contact your manager or the HR department.