

MadeUpName, LLC

Social Media & Communication Policy

Purpose

This policy ensures responsible and professional use of social media and communication channels by employees of MadeUpName, LLC. It aims to protect the company's reputation, confidential information, and compliance with applicable laws while supporting open and authentic engagement.

Scope

This policy applies to all employees, contractors, and interns who represent MadeUpName, LLC or reference the company in any online or offline communication.

1. Professional Conduct

- Employees must maintain professionalism in all communications, whether internal or external.
- Communication should reflect respect, inclusivity, and adherence to the company's Code of Conduct & Ethics Policy.
- Disparaging remarks, offensive language, or harassment in digital communications are strictly prohibited.

2. Official Company Accounts

- Only authorized personnel may post on official company social media accounts or speak on behalf of MadeUpName, LLC.
- Content must align with company branding and be approved by Marketing or HR as applicable.

3. Personal Social Media Use

Employees may use personal social media freely but must:

- Avoid sharing confidential or proprietary company or client information.

- Clarify that views expressed are personal and not representative of MadeUpName, LLC.
- Refrain from using company logos or branding without permission.
- Avoid making comments that could harm the company's reputation or relationships.

4. Confidentiality and Privacy

Employees must comply with the Data Protection & Privacy Policy when sharing information online. Posting screenshots of internal systems, messages, or documents is strictly prohibited.

5. Internal Communication Tools

- Tools such as Slack, Zoom, and Google Workspace must be used respectfully and for legitimate business purposes.
- Sensitive discussions should occur through secure channels and not in public forums or chats.
- Humor and casual tone are welcome but should remain professional and inclusive.

6. Media Inquiries

All media inquiries, interview requests, or public statements must be directed to HR or the CEO. Employees should not respond to journalists or external media on behalf of the company.

7. Representation and Endorsements

Employees must not endorse or criticize partners, vendors, or clients publicly on behalf of the company unless authorized. Sponsored content or influencer activities involving the company require prior approval.

8. Consequences of Misuse

Violations of this policy may result in disciplinary action, up to and including termination, especially when they compromise confidentiality, legal compliance, or company reputation.

9. Related Policies

This policy should be read alongside the Acceptable Use of Technology Policy, Data Protection & Privacy Policy, and Code of Conduct & Ethics Policy.

Effective Date: January 2025

Next Review Date: January 2026

Policy Owner: Human Resources Department