

LOVE AT FIRST BITE



Policies / Procedures / Processes

Team relevance	All staff
Policy definition	Social Media Policy
Responsibility	Operations Manager
Date updated	7/10/17
Policy	<p>Purpose</p> <p>At Love at First Bite Catering, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.</p> <p>Scope</p> <p>This policy applies to all associates who work for Love at First Bite Catering.</p> <p>Policy and Procedure</p> <p>In the rapidly expanding world of electronic communication, <i>social media</i> can mean many things. <i>Social media</i> includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Love at First Bite Catering, as well as any other form of electronic communication. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of Love at First Bite Catering or our legitimate business interests may result in disciplinary action up to and including termination.</p>

Know the rules

Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of Love at First Bite Catering. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers rather than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Love at First Bite Catering, fellow associates, members, customers, suppliers, people working on behalf of Love at First Bite Catering or our competitors.

Post only approved photographs

We are very selective with which photo's we publish to ensure we present our company in the most professional and positive manner. If posting a photograph with a reference to Love at First Bite Catering, please ensure this photograph is pre-approved by the Operations Manager.

Post only appropriate and respectful content

- Maintain the confidentiality of Love at First Bite Catering trade secrets and private or confidential information inclusive of our customers names - both personal and business names (we don't want our competitors to use this information to try and win their catering business from us). Trades secrets may include information regarding the development of systems, processes,

products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

- Do not create a link from your blog, website or other social networking site to a Love at First Bite Catering website without identifying yourself as a Love at First Bite Catering associate.
- Express only your personal opinions. Never represent yourself as a spokesperson for Love at First Bite Catering. If Love at First Bite Catering is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Love at First Bite Catering, fellow associates, members, customers, suppliers or people working on behalf of Love at First Bite Catering. If you do publish a blog or post online related to the work you do or subjects associated with Love at First Bite Catering, make it clear that you are not speaking on behalf of Love at First Bite Catering. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Love at First Bite Catering."

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use Love at First Bite Catering email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

Love at First Bite Catering prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Associates should not speak to the media on Love at First Bite Catering's behalf without contacting the business owners, John and Stacy LaBrake. All media inquiries should be directed to them.

For more information

If you have questions or need further guidance, please contact the Operations Manager.

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