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| **Document Name** | Social Media Policy |
| **Document Number** | 1009 |
| **Last revised** | July 25, 2022 |
| **Purpose** | To provide guidelines intended to provide employees with the tools to speak effectively online in regard to company content, news and sharing of information. |
| **Connecting Documents** | Not applicable |
| **Connecting Forms** | Not applicable |
| **Connecting Systems** | Not applicable |

**Social Media Policy**

EZ STAK INC. recognizes the importance and benefits of communicating through social media. Social media is a powerful vehicle to disseminate information, share news, and connect with our audiences online.

As a company, our goal is to present a unified and consistently professional brand message. Our brand “voice” is very important to uphold and protect.

As employees of EZ STAK INC. we all serve as ‘Brand Ambassadors’ to promote and protect the EZ STAK (including OPS Public Safety/OPS Specialty Upfitting) brand voice, its physical identity and brand reputation.

With social media becoming a bigger part of our sales and marketing strategies, more of us are becoming more active in sharing, liking, and contributing content online – and we encourage you to do so. But, as each of us become more active online it is important to keep some usage guidelines in mind. These guidelines are intended to provide individuals with the tools to speak effectively online regarding company content, news and sharing of information.

• As a rule, principles of integrity, professionalism, privacy, and impartiality should be always observed by EZ STAK employees when posting online. Do not post anything that you would not present in any public forum.

• Employees are allowed to associate themselves with the company when posting but they must clearly brand their online posts as personal and purely their own. The company should not be held liable for any repercussions the employees’ content may generate.

• Content pertaining to sensitive company information should not be shared to the outside online community. Divulging information like the company’s design plans, sales strategies, internal operations and legal matters are prohibited, as well as any information that pertains to clients and customers.

• The authenticity of what employee’s post is important. Online authors should verify questionable content with credible sources before posting or tweeting about it.

• Do not give out personal information about customers or employees.

• No posting of confidential or non-public Company information.

• Do not respond to an offensive or negative post by any customer or supplier or colleague.

• No personal opinions, negative content or derogatory comments are allowed.

• Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.

• Content should relate to Company-related audiences or products only – i.e.: customers and/or company events or content (ex: tradeshows, new products (and updates), open houses, corporate changes, industry trends, professional-industry related topics, etc.)

**Blogging:**

**• Please have the EZ STAK Marketing Department review any/all blog content before it is posted for editorial style and content. Our Marketing Coordinator is responsible for posting all blog posts on your behalf across our various media channels.**

• EZ STAK reserves the right to edit or amend any misleading or inaccurate content depicted in blog posts. The company also reserves the right to delete blog posts violating the code of conduct.

• EZ STAK values, respects, and upholds the intellectual property rights of its bloggers.

**Policy Approval:**

**Please authorize that you have read and agree to abide to the**

**EZ STAK INC. Social Media Guideline Policy as outlined above:**

Employee Name (print) Signature Date