



## **Social Media Guidelines**

**January, 23 2012**

The following guidelines have been established to ensure understanding and adherence to Katrina Padron Studios' social media usage policy. Social media projects are owned by Katrina Padron Studios' including: content, artwork, photography, interviews, and future usage. Social media champions agree to uphold the company/brand standards, represent Katrina Padron Studios' in a favorable light and maintain ongoing contact with Katrina Padron Studios' social media staff. In the event of separation of employment from Katrina Padron Studios', administrative access will be revoked.

Employees may not send or receive messages in violation of federal and state law, in violation of Company policy, in violation of the property or copyright interest of another, or in any inappropriate discriminatory or unauthorized manner. Use of Company-provided resources in violation of this policy may result in disciplinary action, up to and including termination.

1. **Use good judgment.** Refrain from comments that can be interpreted as discriminatory, harassing, slurs, demeaning or inflammatory. If you are in a situation that you are unsure how to handle, stop and contact Katrina Padron for help.
2. **Consider your audience.** When you are on Katrina Padron Studios' social media networks, remember that your readers include current clients and potential clients.
3. **Protect confidential and proprietary information.** Be transparent without giving away confidential information such as sales information and new products being developed.
4. **Use admin log-in.** Each time you are posting on Katrina Padron Studios' page log in as yourself, then select "Use Facebook as Page."
5. **Be responsible** for what you write and do. Use good judgment and common sense.

6. **Be authentic.** Include your name and your title when appropriate. Guests want to know and trust you.
7. **Share your ideas** for campaigns, deals, coupons or special promotions by emailing [info@katrinapadron.com](mailto:info@katrinapadron.com). ALL posts that have an associated cost attached must be approved by Katrina prior to posting. We will try to work your ideas into future plans.
8. **Bring value.** Make recommendations. Forward complaints and concerns to [info@katrinapadron.com](mailto:info@katrinapadron.com) to address.
9. **Be productive.** Stay focused on your main job functions. Try to work in just 5 minutes a day for Facebook; it is not meant to replace your current responsibilities.

I have read and understand the guidelines.

Name: \_\_\_\_\_

Date: \_\_\_\_\_