



## Social Media Policy

Name :  
Position :  
Issued By:

Store  
Date Issued

### Overview

Hallensteins makes positive use of social media and anticipates their employees will do the same. Hallensteins expects its employees will use social media in a positive and constructive manner. Hallensteins considers the use of social media and social networking to be a strictly personal activity.

### Principles that Hallensteins employees are to follow

- Employees are only permitted to access social media on their own devices, and in an employee's own time.
- We love that our employees are proud of working for Hallensteins - it's fine to share your place of work on platforms like LinkedIn and Facebook but you should indicate that the views you communicate are your own and not that of the company.
- Employees must be careful to never engage in activity via social media or other platforms which may be reasonably viewed to bring reflection on the Hallensteins brand or business. Employees are not to reference Hallensteins, their staff, officers, customers or partners without obtaining express permission from Hallensteins to do so.
- Employees must take responsibility for their social media use, use good judgment and common sense.
- Hallensteins' employees must comply with the law. They must not breach copyright, defamation and plagiarism rules or legislation.
- Employees are expected to treat your colleagues with respect and dignity, and you must ensure any posting on social media sites does not constitute bullying and/or harassment. You should refrain from publishing material that may cause injury to another person, organisation, association or Hallensteins' reputation. You are prohibited from posting material that is offensive or obscene.
- You must refrain from making posts that can be interpreted as slurs, demeaning, inflammatory, discriminatory or rude. Hallensteins has zero tolerance for any form of Harassment, Bullying, Defamation, Offensive or Obscene material.
- Hallensteins' employees should always think twice when using social media and think about the possible effects such use may have, not only on the employee but also on other staff and customers, officers of Hallensteins and the Hallensteins' brand.
- Employees must be mindful of the security risks involved in social media - no confidential or proprietary information belonging to Hallensteins is to be referred to or discussed on social media or social networking sites, even in private messages between site members who have authorised access to such information. Such information includes, but is not limited to, Hallensteins' financial information, store details or set up, intellectual property and information about fellow Hallensteins' staff, sites or Hallensteins' customers.
- You should not post or report on any conversations or information that is confidential or deals with internal company matters. No confidential or proprietary information belonging to Hallensteins is to be referred to or discussed on social media or social networking sites, even in private messages between site members who have authorised access to such information.

### Non-Compliance

Any employee who fails to comply with this policy may be subject to a disciplinary process up to and including dismissal.