

# **Social Media Policy**

## **1.0 Policy Statement.**

We recognize that ever-evolving technology such as blogs, social networks, applications, and websites are an important and useful means of social discourse and are important to the way we do business today. This Social Media Policy (the “Policy”) establishes the guidelines for employee use of social media. For purposes of this Policy, the term “social media” refers to platforms where users have the opportunity to exchange messages, photos, videos, and opinions on their experiences. Employees are expected to follow all applicable Company policies, including but not limited to this Policy.

## **2.0 Application.**

This Policy applies to employees using social media for messages relating to our business. Any business messages (except messages with or among employees on work conditions) must be delivered through a social media platform hosted by us or to which the dealership subscribes and is accessed through our business computer system. It also applies to the use of social media when away from work, when your affiliation with this dealership is identified, known, or presumed.

## **3.0 Guidelines**

**3.1 Personal Responsibility/Accuracy.** You are personally responsible for the content that you publish online and over the Internet, whether in a blog, vlog, social computing site, application or any other form of user-generated media. Be aware that what you publish will be public for a long time. Using social media sites means that you (and the content that you post) is subject to the terms and conditions of that site. The social media administrator has access to and control over what you post on its site. You can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, and the dealership can also be liable if it is determined that the posting is within the scope of your employment. Ensure that everything you post is accurate and factual.

**3.2 Professionalism.** Be respectful to your audience. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the dealership’s workplace. Speak respectfully, at all times, about customers, partners, makes and/or models and competitors. All dealership policies that apply to your work in the dealership apply when you are on social media.

**3.3 Use of Social Media Away From Work.** We do not promote dealership-related activities on social media platforms outside of an employee’s regular, designated work hours. You are encouraged not to respond to dealership-related matters outside of their normal work schedule. Any dealership-related activity engaged in by you outside of your regular work hours is your choice about how you wish to use your free time and is not a requirement of your employment with us.

**3.4 Compliance with Advertising Laws, Rules, and Regulations.** Do not post any unsolicited or unauthorized advertisements. Discussions of offers or sales terms of products or services in response to inquiries of customers or potential customers through social media may be subject to the same advertising laws, rules and regulations that apply to the dealership. The dealership and you may be liable for improper advertising messages. All offers to, or discussions of sale terms with, customers and potential customers must go through social media hosted by, or subscribed to by, and accessed through the computer system of, the dealership and must follow all advertising laws, rules and regulations. We prefer that you **do not** discuss offers or sales terms in social media postings, but instead you **do** refer viewers to our website to review our offers. If you have any questions, please talk to your manager or the dealer.

**3.5 Employee Concerted Activities.** Nothing in this social media policy shall be deemed to prohibit or inhibit communications with or among employees of this dealership with respect to work conditions.

### **3.6 Requirements**

- 3.6.1 Proprietary Information.** You may not disclose any confidential or proprietary information of or about the dealership, including business and financial information. Never discuss the dealership's business performance or other sensitive materials publicly. Never disclose the dealership's non-public financial, operational, or marketing information. This includes sales forecasts, finances, units sold, or upcoming promotions. A social network is not the place to conduct confidential business with a customer, partner, or supplier.
- 3.6.2 Trademark, Logo and Copyrighted Documents:** You cannot post the trademark or logo of this dealership or any company-privileged information, including copyrighted information or company-issued documents, without express written permission.
- 3.6.3 Customer Information.** Do not name or refer to customers. Never share personal information about our customers.
- 3.6.4 Photographs.**
  - 3.6.4.1** Post photographs of a customer ONLY with the express, written permission of the customer and approval of your manager or the dealer.
  - 3.6.4.2** Post photographs of vehicles ONLY with express permission from your manager or dealer.
- 3.6.5 Competitors.** Do not discuss our competitors. Use any customer mention of a competitor to positively sell the benefits of this dealership.
- 3.6.6 Workplace Discrimination or Harassment.** Do not post or display comments about coworkers, supervisors, customers or the Company (or any individual or entity

associated with the Company), that are vulgar, obscene, threatening, intimidating, harassing, or a violation of the Company's workplace policies against discrimination, harassment, or hostility on account of age, race, color, religion, gender, national origin, disability, or other protected class, status or characteristic.

**3.6.7 Obscene Content.** Do no post or display comments or content that is: bullying, harmful, stalking, offensive, obscene, pornographic, sexually explicit, or unlawful.

**3.6.8 Legal Information.** Do not discuss any, legal case, attorneys representing this dealership or representing those in litigation with the dealership, or any legal advice by an attorney for this dealership. Anything you post can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena.

**3.7 Identify Yourself.** Identify yourself by name, and, when relevant, your role at the dealership when you discuss this dealership or the products we sell. Write in the first person and make it clear that you are speaking for yourself and not on behalf of this dealership.

**3.8 Follow Up.** In the event that a customer makes contact or inquires about us through social media, use standard procedures to follow up with that customer. Bring any customer inquiries to the attention of management. Use the same appointment and follow up process as you would for a walk-in, telephone, or Internet lead. We require the same level of professionalism for customer contacts via social media as any other method. Remember that your discussion of any product or service offers must follow advertising laws, rules, and regulations.

**3.9 Make Clear Who You Are Speaking For.** If you publish content online and you have disclosed your position with the dealership or it is known, make it clear that what you say is representative of your views and opinions and not necessarily the views and opinions of this dealership.

**3.10 Affiliation to this Dealership in Social Networks.** Be aware of your association with this dealership in online social networks. Just by identifying yourself as our employee, you are creating perceptions about your expertise and about us by our customers and the general public. If you identify yourself as an employee of this dealership, ensure that your profile, including posts, statements, and related content, is consistent with how you wish to represent yourself to colleagues and clients. Your identification with the dealership should also be ethical and never misrepresent yourself (e.g., do not say that you are vice president if you are not).

**3.11 Copyrighted Material.** Respect copyright laws. Do not post copyrighted materials. Do not plagiarize. Make sure that you have the legal right to disseminate any content that you post.

**3.12 Don't Pick Fights.** Ignore and report to management negative commentary. If you find a negative post or comment about the dealership, do not counter with another negative post or respond in any way. These types of commentary, if found, should be brought to the attention of your manager or supervisor.

- 3.13 Add Value.** Add value online. Represent this dealership online to the best of your ability by providing worthwhile information in social networks and conversations occurring online.
- 3.14 Reviews.** Don't post fake reviews. Do not alter or omit content or otherwise manipulate the content of a review. Endorsements must reflect the honest opinions, findings, beliefs, or experience of the endorser. Do not offer an incentive to a customer to write a review. It is not illegal, but if an incentive is offered (i.e., free oil changes), the customer must disclose it in the review. Should a customer express dissatisfaction or write a negative review, do not get defensive and argue with the customer. Notify your supervisor or manager of the dissatisfied customer and the review. You may acknowledge the customer's feelings and request that the customer contact the Dealership's manager in order resolve the issue to the customer's satisfaction.

## 4.0 Dealership-Hosted or Subscribed Social Media

Employees are encouraged to contribute to dealership-hosted social media sites or social media to which the dealership subscribes and are accessed thorough the dealership's computer system. However, when publishing, posting, and/or adding content to those sites, employees are expected to adhere to a high level of professionalism. Employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity. When using or participating in dealership-hosted or subscribed social media, ALL content must focus on subjects related to this dealership and its business. Employees may not post content or conduct any activity that fails to conform to any and all applicable state and federal laws, including copyright laws. If you are unsure whether content you wish to publish is appropriate, check with your manager first.

## 5.0 Employer Monitoring

You are cautioned that you should have no expectation of privacy while using the Internet or other on-line means of communication. Your postings can be reviewed by anyone, including dealership management. Dealership management reserves the right to monitor and track employees' Internet and email usage using the Company's Internet connection, or any of its computers or equipment.

## 6.0 Reporting and Discipline for Violations

- 6.1 Reporting.** Employees should report any violations or possible violations to a supervisor or senior manager of the dealership.
- 6.2 Discipline.** We investigate and respond to all reports of violations of the social media rules and guidelines and other related policies. Violation of this policy may result in disciplinary action up to and including termination. We reserve the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

## **Receipt**

The undersigned hereby acknowledges:

1. Receipt of this Social Media Policy;
2. That I have been advised to review this policy; and
3. That I understand that a violation of this policy may subject me to disciplinary action including termination.

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Employee Signature

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Print Employee Name

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Date