



Social Media Policy

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1. STATEMENT AND SCOPE

As employees and representatives of Cardinal's Choice Bird Food, you are expected to maintain professionalism and good judgment on all social media platforms. This policy applies to all employees, contractors, and interns who engage in online activity that references, reflects upon, or may impact the company.

2. GENERAL GUIDELINES

- Be respectful and professional when discussing topics related to birds, wildlife, or the pet food industry.
- Do not share confidential company information, pricing details, or supplier contacts.
- Avoid engaging in arguments, trolling, or negative comment threads about competitors.
- Use inclusive language and avoid any hate speech, discrimination, or harassment.
- Always verify facts before sharing or commenting on bird-related news or environmental issues.
- Follow copyright laws when using images, videos, or third-party content.

3. ROLES AND RESPONSIBILITIES

Only authorized Communications Team members may issue public statements or respond to media during a crisis.

4. ENCOURAGED PARTICIPATION

Cardinal's Choice encourages employees to share our mission and community initiatives in positive, authentic ways. Use the hashtag #CardinalsChoice when posting approved content and help us spread awareness about bird conservation and eco-friendly feeding practices.

5. CUSTOMER INQUIRIES

If a customer reaches out to you via any social media platform:

1. Acknowledge the message within 24 hours.
2. Direct product questions or complaints to social@cardinalschoice.com
3. Use only approved brand responses when replying publicly.
4. Escalate sensitive issues (refunds, shipping delays, damaged products) to the Customer Experience Lead.

6. QUESTIONABLE CONTENT

If you come across misinformation, leaks, or damaging posts about Cardinal's Choice:

- Do not respond publicly.
- Take a **screenshot** of the content immediately.
- Report the post to your manager and **Marketing Director** via email.
- Use inclusive language and avoid any hate speech, discrimination, or harassment.
- The Communications Team will determine the appropriate response or press statement.

7. LEGAL RESTRICTIONS / SENSITIVE INFORMATION

Employees must comply with all applicable advertising laws, FTC disclosure requirements for endorsements, and data privacy regulations when representing Cardinal's Choice online.

8. CONSEQUENCES OF BREACH

Violations of this policy may result in disciplinary action, including removal of social media privileges, written warnings, or termination depending on the severity.

9. ANNUAL REVIEW

This policy is reviewed annually by the Marketing and Human Resources departments to ensure compliance with current social media standards, privacy laws, and best practices.

Tactical Guidelines for Employees

When do I need approval to post?

Employees must obtain approval from the Marketing Director before posting any content that:

- Mentions the brand directly.
- Includes images taken at company facilities or events.
- Uses official Cardinal's Choice logos or trademarks.

What can I share about my work?

You may share general enthusiasm for bird care, sustainability, and our mission e.g., "Proud to work for a company that helps birds thrive!"). Do not share unreleased product names or internal data.

Should I include the company in my bio?

You may mention Cardinal's Choice in your bio, but make it clear your opinions are your own. Example: "Social media coordinator @ Cardinal's Choice | Views are my own."

What should I do on social media during a PR crisis?

- Do not post or comment about the incident.
- Refer all media inquiries to the **Communications Team**.
- Share only approved company statements once they are released.

How do I comply with copyright law?

- Only use images from our internal content library or licensed stock sites.
- Do not repost another brand's content without written permission.
- Always credit photographers and creators when required.