

## **MadeWithLove13's Social Media Guidelines**

### **MWL13 & Social Media**

Today social media is a part of our everyday lives. Social media is a great way to promote MWL13's brand and products! Through personal interactions through platforms such as Instagram and Twitter, we can develop strong relationships with our buyers. Just like a face to face conversation, we must exhibit respect and care when communicating with others. Whether you are posting through personal accounts or company owned, it is important to use good judgment when doing so.

### **What counts as social media?**

MWL13 regards social media as an application or website that allows one to engage and network with buyers and potential customers. We see social media as a tool to help build positivity around our brand and promote MWL13 through intimate interactions. The main platforms our organization utilizes are our website's blog, Twitter, Instagram, Facebook and Pinterest. Through these platforms, we engage with our external audiences by posting updates about products, shipments, behind the scenes content and spotlights. We encourage healthy discussions on posts and encourage buyers to tag us so that we may share their interests for MWL13.

### ***Blogging***

Our blog, which can be found at [madewithlove13.com](http://madewithlove13.com), is used to publish "Goddess Spotlights". These blog post focus on interviews with women who embody positive characteristics and values and enjoy our products. Additionally, the blog provides a place for site visitors to engage in conversation about topics outside the MWL13 brand and connect with like-minded individuals.

### ***Twitter, Instagram & Facebook***

Through Twitter and Instagram, we engage with audiences by showing love to those who post photos taken with or of our products, joining in on conversations related to MWL13, answering questions about the brand, and being involved with the fashion, crafting, and creative communities on each platform. Additionally, these platforms are used to create conversation by posting photos of products, updates on production, shipments, fashion and more.

### ***Pinterest***

MWL13 utilizes Pinterest to showcase collections, products, and photos of customers, or “goddesses”, living their best lives while wearing our products. Boards are used to help organize collections, types of products, model and customer photos.

### **Who can use company accounts?**

In order to use MWL13 accounts to post photos, logos, videos on behalf of the brand, you must first receive permission from founder Lauren Mattison. Upon acquiring access individuals should familiarize themselves with the social media policy before they begin posting. Individuals over company accounts must actively monitor comments, tweets, posts and reviews related to the MWL13. In addition to monitoring account activity and planning, individuals should answer questions within a timely manner, (no later than 24- 48 hours), and post content that reflects the brand. Those who are charged with overseeing company accounts are responsible for creating, overseeing the formation of content, and scheduling posts their respective accounts. The activities of those managing brand social media accounts will be overseen by Ms. Mattison.

### **Employee Conduct**

#### ***Using personal accounts***

We encourage our employees to utilize social media. Employees may show affiliation with MWL13. With that being said, employees who choose to disclose their affiliation with MWL13 when posting on their personal accounts should make it clear that their posts are their own ideas and opinions and are in no form that of our brand. MWL13 should not be liable for any backlash employees face due to content posted on their accounts.

Be transparent when using social media to discuss anything related to MWL13. Use your real name, a photo of yourself as a profile picture, and upfront about your affiliation with the company. Employees are personally responsible for anything they post online. Employees are encouraged to be mindful of what they post. Social media is public.

### **The Do's and Don'ts of MWL13 Social Media**

#### ***Do***

- Follow the rules and guidelines put in place by social media sites.
- Respect copyright and trademark laws.
- Use good judgment when creating and publishing posts.
- Have fun and engage with our audience.
- Encourage our audience to tag us in posts.
- Answer questions in a timely fashion.

#### ***Don't***

- Don't post confidential information, (financial information, unannounced promotions, sales, and products, legal issues, contracts personal information of customers or employees).
- Don't use mannequins to model apparel and accessories. MWL13 values working with real bodies.

- Don't bash other brands. Be kind and respectful.
- Don't use racial, ethnic or religious slurs, derogatory language, profanity.
- Don't discriminate against race, religion, those with disabilities, or LGBTQ+ in comments or posts.
- Don't post if you have doubts or concerns involving the content.
- Don't engage in conversations about religion or politics.
- Don't post or comment anything that impedes on copyrights, trademarks, or vendor contracts.
- Don't post offensive or lude images/ videos.
- Don't post negative comments about coworkers or customers. Respect their privacy!

### **Handling Negative & Inappropriate Posts**

When dealing with negative comments involving products, the shipment process, or orders reply to the comment as soon as possible, (no later than 48 hours). If a mistake was made on our end, acknowledge it, apologize and see what can be done to better the situation. If possible address the commenter's concerns through direct messages.

- Any posts or comments containing inappropriate images/videos, derogatory or discriminatory language, racial, ethnic, sexual or religious slurs are to be deleted or removed.
- Do not respond to inappropriate comments or posts.
- Individuals who publish inappropriate comments or posts may be blocked by official MWL13 accounts.