

<b>POLICY NAME</b>	Engaging in Social Media and Online Content
<b>POLICY NUMBER</b>	1.08
<b>POLICY REVISION DATE</b>	Issued as of 1/24/2018
<b>AUDIENCE</b>	All teammates

## 1. Policy

Social media is one medium through which many people share their life and opinions with friends, family, co-workers others online. Interacting online presents certain repercussions and carries with it certain responsibilities, especially when a teammate directly associates with an organization or entity such as Service King.

There is no requirement for teammates to identify or represent themselves as an employee of Service King. Any teammate who does identify or represent them self as an employee of Service King (the "Company") through social media or other online content is expected to abide by the Company's Code of Business Conduct and Ethics and any other relevant Company policies when interacting online.

To assist in making responsible decisions about the use of social media, the Company has established these guiding principles and expected etiquette.

All teammates are expected and encouraged to be <u>brand advocates</u> for the Company when engaging in social media or any other online content.
Any content, including photos, shared through social media or online must be considerate of the Company's <u><a href="#">Confidential Information and Proprietary Information Policy</a></u> as well as the <u><a href="#">Code of Business Conduct and Ethics</a></u> .
Official Company sponsored accounts and pages on Facebook, Twitter, Instagram, Yelp, LinkedIn, etc. are for purposes of building the Company brand and serving as an official communication channel for customers.  Teammates engaging in Company content are expected to be supportive, positive and professional.  Personal accounts are not to be used for conducting Company business.
Social media is not the proper channel for reporting concerns or criticism of the Company.  Any concerns or criticisms can be addressed internally by contacting management or using the <u><a href="#">SK Reporting Hotline</a></u> , which is available 24/7, in multiple languages and with ability to remain anonymous.
Official Company sponsored accounts and pages are managed by the Company's Advertising and Marketing team. Teammates are encouraged to share positive content related to the Company with this team for consideration in posting and sharing with the general public.
Use caution when posting photos at or related to the Company because these can inadvertently include confidential information or proprietary information.
Remember it is voluntary to identify or represent yourself as a Company employee through social media and online. If you choose to do so, you take on the responsibility to serve as an advocate of the Company.



## 2. Other Policy Information

### 2.1. Purpose

To provide guidelines around use of social media and online content, to protect the Company brand and proprietary information and confidential information.

### 2.2. Scope

This policy applies to all teammates at all Company locations, for their use of social media and online content.

### 2.3. Responsibilities

Advertising and Marketing Team: Official Company sponsored social media accounts and pages are managed by the Company's Advertising and Marketing team. Teammates are encouraged to share positive content related to the organization with this team for consideration in posting and sharing with the general public. If made aware of any content in violation of this policy, this team reserves the right to take necessary action.

### 2.4. Definitions

**Social Media**: Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Company, as well as any other form of electronic communication.

### 2.5. Policy Compliance and Violations

Inappropriate social media and online content about the Company or posted by teammates who identify or represent themselves as an employees of the Company will not be tolerated. Inappropriate content may include, but is not limited to, confidential information, proprietary information, defamation, discriminatory remarks, intimidation, gossip, harassment, threats of violence or similar inappropriate or unlawful conduct.

Any teammates who fail to comply, either in letter or spirit, with these important policies may be subject to disciplinary action, up to and including termination of employment.

If you feel that you or someone else may have violated this policy, report the incident immediately to your supervisor or the SK Reporting Hotline at (888) 691-8879 or skreportinghotline.com.

## 3. Policy Governance

<b>Service King Collision Repair Centers</b>  <b>Corporate Governance</b>  <b>Company Policies and Procedures</b>	Policy Name	Engaging in Social Media and Online Content
	Policy Number	1.08
	Issued Date	1/24/2018
	Policy Revision Date	N/A
	Policy Creator/Approver	VP Marketing & Advertising, CHRO
	Audience	All teammates
	Number of Pages	2
	Policy Contact (Dept., Function, Role)	Marketing & Advertising: Digital Communications Specialist or Communications Manager
	Contents – Hyperlinks (as applicable)	N/A

