



## Social Media and Internet Policy

Our social media and Internet policy provides guidelines for communicating online and use of social media. “Social media” refers to social networking, websites, software applications, or messenger applications that enable users to create and share content or to participate in social networking and conversations. This policy applies to FranNet Staff, consultants, contractors, administrative staff and anyone who represents FranNet or a FranNet account.

***The following policy is effective August 15, 2021.***

With the rise of new media and next-generation communications tools, the way in which FranNet consultants can communicate internally and externally continues to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities for us.

Social media may be a huge opportunity to help build the FranNet brand, but let’s not forget that there also exists a tremendous risk for individuals to inadvertently damage the company’s brand. Online and social media postings have the potential to live on forever, even if deleted or removed. To minimize these risks and other legal concerns, and to ensure your compliance with FranNet’s brand standards, you must comply with these guidelines, and any updates, revisions or modifications to these guidelines. We reserve the right to require you to remove or modify any post or comment that is not in compliance with these guidelines, as they may be modified. It is your responsibility to ensure and confirm that you and your employees and agents comply with these guidelines.

This policy applies to multimedia, file-sharing, user-generated video and audio, virtual worlds, social media and networking websites, blogs and wikis for both professional and personal use.

This policy is intended to establish general expectations and is not intended to cover every possible situation that may arise in this new and dynamic arena.

#### **GENERAL DO’S AND DON’TS**

- All social media profile names representing your business, should match your approved FranNet office name (E.g. FranNet of Mid-America). When selecting a username, you must incorporate your office name (E.g. @frannetmidamerica). It is important that all of your social media profiles use the same naming conventions for consistency and trust.
- Your posts should indicate that you are speaking for yourself, and not the FranNet brand (the “Brand”), the FranNet system (the “System”) or other FranNet consultants. You are not permitted to make any statements on our behalf, on behalf of the Brand or the System.
- The lines between public and private, personal and professional, are blurred in many online social networks. By identifying yourself as a FranNetter within a social network, you are now

connected to your colleagues, staff and even FranNet clients. You should ensure that content associated with you is consistent with your work and image at FranNet.

- Be professional. Remember that you are always representing the Brand.
- Never list or post content regarding financial performance representations for yourself or a franchise that FranNet represents.
- Don't share confidential information or proprietary information. Do not share internal communications outside FranNet. This may result in interference with campaigns, contracts or conflicts of interest. Communications inside FranNet, including e-mails among corporate staff and consultants, are proprietary to FranNet. (The same holds true for e-mails among FranNet staff, consultants' employees and our franchisor partners.) A general rule of thumb: if you are interested in posting or quoting from an e-mail publicly, please check with the sender first. Do not comment on anything related to legal matters, litigation or parties we (or any FranNet consultant) is in litigation without first receiving appropriate approval.
- Respect copyright and other intellectual property. Do not pass off someone else's words, photography, or other information as your own. Do not post any images or other content from another source unless you 1) bought the image, 2) are sure it is in the public domain or 3) that the owner has granted permission. Always give credit to your sources when posting a link gathered from another source.
- Do not use or post others' trademarks. Do not use FranNet's trademarks, branding, or logos without our written permission - always verify with [marketing@frannet.com](mailto:marketing@frannet.com). Check website terms of service to see if the site has rules about when you may reproduce content.
- Respect the law – including laws and regulations in the country, state, and local jurisdictions where business is conducted, which may include, without limitation, laws regarding use of a third party's intellectual property, false or misleading advertising, improper promotions, contests or sweepstakes, improper endorsements or testimonials, violations of confidentiality or privacy laws, disparagement or harassment of individuals or competitors and discrimination in employment. It is your responsibility to comply with all applicable laws. Do not post or comment on confidential or proprietary information or pending litigation.
- While we encourage you to share success stories of your clients and the franchisors, do respect their privacy. Be sure to have written permission from all parties before you share their story, videos or images.

- Do not offer giveaways or contests with prizes. Depending on state laws this could be considered an illegal lottery.
- Do not post material that is false, misleading, disparaging, harassing, offensive, profane, sexually suggestive, obscene, defamatory, libelous, threatening, hateful, or embarrassing to any person or entity. Do not post words, jokes, or comments based on an individual's gender, sexual orientation, race, ethnicity, age, or religion.
- Do not engage in any activity that would damage our goodwill and/or reputation. This includes postings or discussions about politics, religion, drug or alcohol abuse, profanity, off-color or sexual humor, or other similar controversial topics. Refrain from publishing anything that could reflect negatively on the FranNet
- You must take full responsibility for the security risks associated with the use of social media. You should regularly run malware protection on your computers to avoid spyware and adware. You should have anti-virus software on any computer accessing the internet. We also recommend firewall software or a device that helps to prevent attacks.
- Be transparent. Never assume the identity of a customer or someone else to post a comment on your site or any other. Never post anonymously when discussing FranNet. You must disclaim any authority to speak or bind FranNet unless given permission to do so.
- Be careful with practices and posts involving social influencers. The FTC has strict guidelines that must be followed by the influencer/endorser and you (as the advertiser/marketer). You must clearly and conspicuously disclose any "material connection" between you and the influencer/endorser. A "material connection" may include: (1) payment/monetary compensation; (2) gifts, free products and/or substantial discounts; (3) business relationships; and (4) familial relationships.
- Before you post a comment or voice an opinion, ask yourself: would I be OK having a client or a FranNet colleague see what I write? Am I writing something a competitor could use against me? Am I giving away FranNet trade secrets?
- Strive for balance. Set aside time to participate in the social world. Don't neglect the social values, but also be practical: we have demands of our clients to meet, too.
- Try to add value. Provide worthwhile information and perspective. FranNet's brand is best represented by its people and what you publish may reflect on FranNet's brand.

- Speak in the first person. Use your own voice; bring your own personality to the forefront.
- Be truthful. It's better not to write at all than to be inauthentic.
- Correct mistakes promptly.
- Respect your audience and your peers. Remember that FranNet is a diverse group of consultants whose clients reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion.
- While it is fine to disagree with franchisors, fellow FranNetters, and staff, please do not use online social media to air your differences in an inappropriate and unprofessional manner.
- You are personally responsible, and may be legally liable, for the content you publish online and through social media. You can be sued for, among other things, spreading false information. You can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.
- Do not disparage any competitors, competing services or service providers. If anyone disparages or makes negative comments about us, the Brand, the System or any FranNet consultant, please let us know immediately.
- If you leave FranNet for any reason, all websites branded with FranNet will need to be updated, remove FranNet's name and logos and links deactivated. You will be able to list FranNet as a previous employer, but all other listings or mentions will need to be removed on the date of the termination with FranNet.
- If you leave FranNet for any reason, all FranNet branded social profiles that are under your business name (Facebook page, LinkedIn Company Page, Instagram, etc.) will be under the ownership of FranNet HQ and your access will be removed.

### **INCIDENTAL ADVERTISING**

- FranNet LLC and its employees, licensees and designees are not restricted from marketing or soliciting clients in any FranNet consultant's territory, except as expressly prohibited under such consultant's License Agreement.

- FranNet consultants have the ability to market into Open Markets and/or those outlined as available for marketing by FranNet HQ.
- If you are a FranNet consultant, you may not solicit or service clients outside of your territory (as defined in your License Agreement), unless the lead is a personal referral or expressly approved in writing by FranNet LLC.
- If you are a FranNet consultant, neither you, nor anyone working for you, may explicitly direct any advertising to clients outside of your territory (as defined in your License Agreement). Except as otherwise expressly designated under the terms of your License Agreement, **if a lead is received from outside your market, you are to immediately refer that lead to the consultant in the correct market.**
- You are expected to respect the protected territories of other FranNet consultants. If your online activity has brought someone outside of your territory to you, unless otherwise specified in your License Agreement, that lead should be referred to the correct consultant.

#### **POSTING/PROMOTING EVENTS**

- **Local Event or Webinar:** When providing details about an event or seminar that is occurring in your territory, provide your contact information when the event is physically being held in your market. If you are hosting a webinar, be sure to mark it as an online event and include “Free Webinar” in your event title.
- **National Webinar:** If you are promoting or posting a webinar hosted by FranNet HQ, make sure to post the link to register for GoToWebinar.
- **E-mail:** When promoting events and webinars through e-mail to your personal e-mail database, you may list your personal contact information if you are only e-mailing prospects or clients in your territory or prospects that were in your market at one time. You may not purchase or rent e-mail addresses outside of your market to solicit or promote your FranNet business, yourself, your services, or your events.
- **Websites:** When posting your event on a website that will be seen by people outside of your market, make sure to clearly list your name, name of your FranNet office, and the city the event is for to localize it. If you are having a virtual event or webinar, still list the event for your city.

#### **POSTING UPDATES**

Many social websites allow updates or postings of what you are currently doing. Do not list any private or confidential information about FranNet, consultants, clients or franchisor partners without first receiving prior written permission.

**Items to post include:**

- Links to articles you find – either about business, social media, franchises or just anything interesting
- Links to press releases
- Famous, inspirational, or business quotes – make sure they are relevant to the FranNet brand
- Links to the FranNet Blog - there are at least 2 posted every week
- Your thoughts and your activities - remember to always keep it appropriate, professional and in line with this social media policy!
- FranNet resources approved for social media posting
- Positive articles or publications regarding FranNet consultants in the news
- Registration links to national webinars
- Link to events posted on your website

**ONLINE GROUPS**

When posting events or webinars in groups, have the event first listed on the FranNet website. Then, post the link to the event from the FranNet website in the online groups. This helps promote the FranNet website and helps people outside of your market find their local consultant. Review group guidelines before promoting any events. If you are unsure if the post is appropriate, ask the group admin if it is ok to promote first.

**MEDIA OUTREACH**

When your local media contacts or lists you in an article, story, release, calendar listing or online posting, use your local contact information with your website link. If the media contact is for a national source, whether online or in print or any source to be seen outside of your market, list your name, FranNet office, your website link and direct them to the FranNet website (Frannet.com) for more information or to find their local consultant. When you are being quoted for a story that will be used outside of your market, you must direct all visitors to the FranNet website.