

INSTAGRAM POLICIES AND CONTRACT

When you start work at Little Birdie Hair Co, you will be given a branded social media account.

Our social media company policy provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether employees are handling the Little Birdie Hair Co account or use one of their own, they should remain productive. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

- o You are expected to post on your page 3 times a week regardless of how often you work.
- o In your caption, you need to add 3 #hashtags relating to your post.
- o After posting, comment 20 #hashtags in the comments. Your managers will give you a list of tags to use. If they haven't yet, please message them and ask.
- o Check your DM's regularly. You do not need to reply when you aren't working, but please don't let DM's go unanswered.
- o Be respectful, polite and patient when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises towards customers.
- o Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- o Follow best practise confidentiality and date protection and observe laws on copyright, trademarks, plagiarism and fair use.
- o Inform management if a client is unhappy with their service.
- o Avoid deleting or ignoring comments for no reason. You should listen and reply to criticism.
- o Never post discriminatory, offensive or libellous content and commentary.
- o Correct or remove any misleading or false content as quickly as possible.
- o Your password is kept by LBHCO management. You are NOT permitted to change the password.

- o All photos taken at Little Birdie Hair Co are intellectual property of Little Birdie Hair Co and are expected to be deleted if your employment ends.
- o Handover of accounts and logins is effective of the day of resignation or termination.
- o Further use of account or images outlined in this contract after employment will result in legal action.
- o Use of images from the period of employment credited to Little Birdie Hair Co cannot be used on any social media accounts after employment has ended. Such posts must be removed immediately.
- o Images from the period of employment cannot be used in other mediums such as print, web content or portfolios unless otherwise agreed to by Little Birdie Hair co.

PLEASE SIGN AND RETURN THIS DOCUMENT AS ACCEPTANCE OF ALL TERMS AND CONDITIONS AS OUTLINED.

TEAM MEMBER

DATE:
NAME:
POSITION:
SIGNATURE: _____

MANAGEMENT

DATE:
NAME:
POSITION:
SIGNATURE: _____