**SOCIAL MEDIA POLICY**

**Scope**

Isaac’s seeks to build and grow a community around its brand, while engaging customers and employees on the social platforms in which they are active.

We also believe that Isaac’s is a fun place to work and eat. As an employee of Isaac’s, you are an integral part of our team. As such we invite and encourage you to promote Isaac’s online in various social networks of which you are part. We want our customers and potential customers, as well as potential employees to know what a great place Isaac’s is to eat and work. Any help that you give Isaac’s in promoting our brand and mission, benefits the entire company.

**Isaac’s Policy**

If you decide to discuss Isaac’s through any means of social media (blogs, wiki’s, Facebook, LinkedIn, Twitter, Flickr, YouTube etc…), to protect both Isaac’s and yourself, we’ve created the following social media “**Do’s and Don’ts**”.

* **Do** be clear who you are. When discussing or promoting Isaac’s, always identify that you’re an employee of Isaac’s. However, while you do work for Isaac’s make it clear that your views and opinions expressed are yours alone and do not represent the official views of Isaac’s.
* **Don’t** speak on behalf of Isaac’s while off the clock or without prior approval. Events may occur that will draw media attention. It is imperative that one person speaks for the company to deliver an appropriate message. Any formal press inquiries should be directed to the Director of Marketing.

**Do** respect your audience, Isaac’s, your customers and coworkers. Do not make negative comments about our customers on any social media. Never harass, threaten, libel or defame fellow employees, customers, competitors or anyone else. We encourage you to resolve a workplace grievance internally by contacting your General Manager or Senior Manager of People.

* **Don’t** use “Isaac’s” (or any of its affiliates) name or logo, without prior approval from the Director of Marketing. Be respectful of copyright, trademark and similar laws and use such protected information in compliance with applicable legal standards.
* **Do** be mindful of our competition. Do not comment on trade secrets and marketing strategies without supervisory approval.
* **Do** contact your General Manager or the Director of Marketing if you see misrepresentations made about Isaac’s in the media. If you choose to comment on the misrepresentation, always be respectful, use facts and try to avoid an argument.

Employees that decide to not follow the above social media “Do’s and Don’ts”, should know these communications may not be protected by law and may be subject to disciplinary action, up to and including termination for cause. Discipline or termination will be determined based on the nature and factors of any blog or social media post. If you have observed or learned of violations of this policy or any unlawful activity related to blogging or social media, please contact your General Manager or Senior Manager of People.

The purpose of this policy is to protect Isaac’s Brand and prevent the disclosure of confidential information. It is not Isaac’s Deli, Inc’s intent to interfere with its employee’s legal rights or from engaging in concerted activity as protected by law. Whenever state or federal law govern an area of social media participation, policies should be interpreted to comply with them.