



## **Social Media Policy**

### **Purpose**

The Purpose of this Social Media Policy is to establish guidelines and expectations for the use of social media platforms by representatives of Arks Harvest (the “Company”) in order to protect the Company’s brand reputation, ensure compliance with application laws and regulations, and promote responsible and effective use of social media.

### **Ownership and Brand Alignment**

- a. All social media platforms, including but not limited to Facebook, Instagram, Twitter, TikTok, and any others used by Arks Harvest, are the property of Arks Harvest.
- b. Any content posted on these platforms under the Arks Harvest brand must align with the Company’s mission and vision and comply with the Company’s Code of Conduct, as well as any applicable policies and procedures.

### **Administrative Rights and Responsibilities**

- a. Only authorized individuals designated by the Company shall have administrative rights to the Company’s social media platforms.
- b. Those with administrative rights must be aware that all content posted under the Arks Harvest brand is owned by Arks Harvest, and they are responsible for ensuring compliance with this policy and other relevant guidelines.
- c. Administrative right may be granted, modified, or revoked at the discretion of the Company.

### **Communication and Engagement**

- a. When engaging with customers, clients, or the public on social media platforms on behalf of Arks Harvest, all communications must be conducted in a professional and respectful manner.



- b.** Responses to direct messages, private messages, comments, or inquiries on social media platforms should be provided promptly within 30 minutes during hours of operation. Outside of hours of operation, responses should be provided within 12 hours maximum.
- c.** If a situation requires further attention or escalation, the individual responsible for social media management should promptly notify the Director of Operations.

### **Confidentiality and Privacy**

- a.** Representatives of Arks Harvest must respect the confidentiality and privacy of customers, clients, and other individuals when using social media platforms.
- b.** Personal information or sensitive data of customers or volunteers must not be disclosed or shared on social media platforms.

### **Compliance with Laws and Regulations**

- a.** All social media activities conducted by representatives of Arks Harvest must comply with all applicable laws, regulations, and industry standards.
- b.** In particular, representatives must refrain from posting content that is defamatory, discriminatory, harassing, or otherwise unlawful or inappropriate.

### **Training and Awareness**

- a.** The company will provide training and resources to representatives regarding the proper use of social media platforms and compliance with this policy.
- b.** Representatives are encouraged to stay informed about emerging social media trends and best practices to enhance their understanding of responsible social media use

### **Enforcement and Consequences**

Violations of this Social Media Policy may result in disciplinary action, up to and including termination of volunteer services, in accordance with the Company's disciplinary policy and legal obligations.



## **Amendments and Review**

- a.** This Social Media Policy may be amended, modified, or updated at the discretion of the Company.
- b.** Regular review of this policy will be conducted to ensure its ongoing relevance and effectiveness.