

Social Media Policy

Salt & Straw recognizes that some team members may choose to post personal information on the Internet through personal websites, Facebook, Twitter, blogs, forums, newsgroups, or chat rooms, by uploading content or by making comments on other websites or blogs. However, we don't require, expect or encourage team members to do so.

For simplicity, this policy refers to these platforms collectively as "social media." Please remember that as new devices, platforms, apps, and technologies become available, this policy will still apply even though a new device or site is not explicitly referenced in this policy.

Salt & Straw acknowledges that team members may be engaging in these forms of personal expression on their personal time, devices, and systems and not on Salt & Straw time, devices, or systems. In some cases team members may be using social media as part of their Salt & Straw duties. This policy is intended to provide guidance for both work-related and personal use of social media. Those who use social media should remember some simple guidelines:

1. You are responsible for what you post. Everything written or posted online can be traced back to its author one way or another. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references. Salt & Straw may elect to discipline its team members for commentary, content, or images, in either personal or work-related postings that are vulgar, obscene, threatening, intimidating, violent, pornographic, unethical, harassing, or that otherwise violate Salt & Straw policies. Team members will not be disciplined for discussing with co-workers or others issues related to their wages, hours, or working conditions, or for otherwise engaging in concerted action that may be protected by federal or state laws.
2. Personal posts or messages can influence others' views of you professionally. Salt & Straw does not condone, and strongly cautions against, any posts of or links to any material that may be defamatory, discriminatory, harassing, pornographic or indecent on any personal site. Photos posted should always reflect professionalism, even if not related to Salt & Straw.
3. Maintain confidentiality. Never post or comment on any confidential or proprietary information about Salt & Straw as defined in our Confidentiality policies. Follow copyright, fair use, trademark, and financial disclosure laws. For purposes of this guideline, confidential information does not include information related to team members' wages, hours, or working conditions.
4. Do not use Salt & Straw resources for personal use of social media. Personal use of social media should not be done during work time or on work systems or devices, including monitoring Facebook or Twitter, or watching YouTube videos for personal entertainment. Limited reasonable personal use of social media during breaks, meal

periods, or before/after work is acceptable as long as such activities do not otherwise violate Salt & Straw policies related to computers, Internet access or other equipment. When using any social media for personal matters, team members should use their personal email address, device, and system (not Salt & Straw's).

5. Please respect Salt & Straw's intellectual property. When using social media for personal purposes, team members may not misuse Company trademarks, logos, or other images.
6. You are a team member, but not Salt & Straw spokesperson. You may identify yourself as a team member of Salt & Straw, and you are free to discuss matters related to Salt & Straw's business (provided such discussions comply with Salt & Straw's policies and do not disclose confidential, proprietary, or non-public financial information). We discourage our team members from identifying yourself as a Salt & Straw team member when engaging in discussions in social forums or public/mainstream media
7. Social network friends may be separate from your work relationships. Participation in Facebook, Instagram, Twitter, and similar social media sites as a personal network need not include co-workers or customers. Team members should feel free to say "no" to friend requests from business partners, co-workers, or customers. Team members should understand and use the levels of privacy control available on personal social media accounts.
8. Questions may be directed to Salt & Straw leadership for appropriate use of social media.