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Social Media and Company Representation Policy

Cutting Edge Renovation & Painting expects employees to use good judgment when posting online or representing the Company in public. Employees may be associated with the Company through jobsite work, Company shirts, Company vehicles, customer interactions, photos, videos, reviews, and online activity.

This policy is intended to protect the Company's reputation, customer privacy, employee privacy, and confidential business information while respecting employees' legal rights.

Purpose

The purpose of this policy is to explain expectations for social media use, jobsite photos and videos, customer privacy, Company representation, online conduct, and public communication involving Cutting Edge Renovation & Painting.

This policy applies to personal social media, public posts, private groups, online reviews, comments, videos, photos, livestreams, forums, and any other online platform where Company-related content may be shared.

Personal Social Media Use

Employees are personally responsible for what they post online.

Employees should use good judgment when posting content that could be connected to Cutting Edge Renovation & Painting, coworkers, customers, jobsites, Company vehicles, Company shirts, or Company work.

Employees may not use social media in a way that:

- Harms customer privacy
- Discloses confidential company information
- Shares unauthorized jobsite photos or videos
- Harasses, threatens, discriminates, or retaliates against others
- Creates safety concerns
- Falsely represents the company
- Damages the Company's reputation through unlawful or policy-violating conduct

Company Representation

Employees may not speak on behalf of Cutting Edge Renovation & Painting unless authorized by management.

Employees may not represent themselves as an official spokesperson for the Company, respond to media inquiries, make public statements for the Company, or post official Company updates unless approved.

Only authorized Company representatives may post official Company content, marketing, advertising, customer photos, jobsite photos, promotions, or public responses on behalf of the Company.

Jobsite Photos and Videos

Employees may take jobsite photos or videos only for legitimate Company business purposes, such as:

- Documenting job progress
- Recording completed work
- Reporting safety concerns
- Documenting material needs
- Showing damage or issues
- Communicating with management or the office

Employees may not post or share jobsite photos or videos on personal social media without approval from management.

This includes photos or videos of:

- Customer homes
- Customer businesses
- Customer property
- Customer addresses or identifying details
- Coworkers
- Tools, materials, or work areas
- Behind-the-scenes jobsite content
- Unfinished work
- Customer belongings
- Private or sensitive areas of a home or business

Customer Privacy

Employees must respect customer privacy at all times.

Employees may not post, share, tag, identify, or discuss customers, customer homes, customer businesses, addresses, job details, project costs, complaints, private conversations, or personal information learned through work without approval.

Customer information may not be used for personal content, side work, outside employment, or personal promotion.

Additional expectations are covered in **Policy HR114: Confidentiality Policy** and **Policy HR116: Jobsite Conduct, Cleanliness, and Customer Property Policy**.



Coworker Privacy

Employees should respect coworker privacy when posting online.

Employees may not post photos, videos, comments, or personal information about coworkers in a way that is harassing, discriminatory, threatening, retaliatory, offensive, or otherwise violates Company policy.

Employees should not post coworkers on jobsites, in Company vehicles, or during work without appropriate approval.

Company Shirts, Vehicles, and Branding

Employees wearing Company shirts, driving Company vehicles, or appearing with Company branding are representing Cutting Edge Renovation & Painting.

Employees should not post photos or videos wearing Company clothing or showing Company vehicles in situations that could reflect poorly on the Company.

Company shirts may not be worn while performing side work, non-Company work, or in public places where alcohol is consumed.

Additional details are provided in **Policy HR112: Dress Code and Appearance Policy**.

Reviews and Online Comments

Employees may not post fake reviews, misleading reviews, or comments pretending to be customers.

Employees may not argue with customers, competitors, vendors, coworkers, or members of the public online on behalf of the Company.

If an employee sees a negative review, complaint, inappropriate comment, or online issue involving the Company, the employee should notify management rather than responding personally.

Confidential Information

Employees may not share confidential or nonpublic Company information online.

This includes, but is not limited to:

- Pricing
 - Estimates
 - Proposals
 - Customer information
 - Job details
 - Employee information
 - Payroll or disciplinary information
 - Vendor information
 - Internal processes
 - Business plans
 - Financial information
 - Passwords or system access
 - Private company communications
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Additional details are provided in **Policy HR114: Confidentiality Policy**.

Harassment, Discrimination, and Retaliation Online

Employees may not use social media or electronic communication to harass, discriminate, threaten, bully, intimidate, or retaliate against coworkers, customers, vendors, subcontractors, or others connected to Company business.

This applies to public posts, private messages, comments, group chats, videos, photos, memes, and other electronic communication.

Additional details are provided in **Policy HR107: Anti-Harassment, Anti-Discrimination, and Anti-Retaliation Policy**.

Use During Work Time

Personal social media use should not interfere with work, safety, customer service, productivity, or jobsite professionalism.

Employees may not scroll, post, livestream, watch videos, or engage in personal online activity while working if it distracts from job duties or creates a safety concern.

Additional details are provided in **Policy HR111: Technology, Phone, and Communication Policy**.

Protected Employee Rights

Nothing in this policy is intended to restrict employees from discussing wages, hours, working conditions, safety concerns, or other legally protected workplace matters.

Employees have the right to engage in legally protected activity. However, employees are still expected to follow policies related to harassment, threats, discrimination, customer privacy, confidential business information, and safety.

Violations

Violation of this policy may result in corrective action, up to and including termination of employment.

Examples of violations include:

- posting customer homes or jobsites without approval
- sharing confidential Company or customer information
- speaking publicly on behalf of the Company without authorization
- posting inappropriate content while wearing Company clothing
- posting content that harasses, threatens, discriminates, or retaliates against others
- using social media for side work involving Company customers or contacts
- posting false, misleading, or unauthorized Company-related information
- arguing with customers or the public online on behalf of the Company

Questions

Questions about social media, jobsite photos, customer privacy, Company branding, or public communication should be directed to HR or management.

