



## ONLINE AND SOCIAL COMMUNITY PROTOCOL

Social Media sites are a great forum for self-expression. However, it is important that you understand how your behavior and participation on Social Media can affect yourself, your job, and the Taco Bell brand. You are personally responsible for anything you do, say, and post on Social Media, even if you do not use your real name. As an employee at Taco Bell, you must follow these standards.

### **Standards:**

Do not use any type of camera, video or recording device, including cell phone cameras, in the restaurant. The only exception is for recognition activities or other business uses approved by your Restaurant General Manager.

### **Do not post or text any of the following:**

- Videos or photos of the restaurant or anything that happens inside the restaurant.
- Videos, photos, or sound recordings that violate workplace policies, including Food Safety Procedures and our Harassment Policy.
- Inappropriate videos or photos that reflect poorly on yourself, your job, the Brand or your community or could harm another person's reputation.
- Brand information, including operational standards, job aids, training materials, workplace policies and product specifications.
- Personal information of others, such as name, phone number, address, and Social Security number.
- **Do not** claim or leave the impression that you are speaking on behalf of the Brand.
- **Do not** use Social Media to complain or report concerns about things that happen in the restaurant. Instead, talk with your Restaurant General Manager, Area Coach, or your Human Resource Manager.
- **Do** make it clear that what you are saying on Social Media is your own opinion.
- **Do** think about the possible effects of your post before you create or publish it.
- **Do** keep in mind that the Brand monitors online postings and will report **ANY** crimes, including theft, vandalism, health code violations, food tampering, or safety issues, to the proper authorities.
- **Do** tell your MIC if someone is videotaping or taking pictures anywhere in your restaurant without permission from your Restaurant General Manager.

If you violate any of these Standards, you **WILL** be:

- Subject to discipline, up to and including termination.
- Subject to criminal charges if you violate any food safety standards or otherwise tamper with any food in the restaurant

Remember, even when you delete a post it can be stored online forever.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_