

# Online Social Media Policy



## 1. Introduction

JellyBeans Music recognises that emerging online collaboration platforms are fundamentally changing the way individuals and businesses communicate. Whether or not employees choose to create or participate in social media is their decision. We recognise the importance of participating in these online conversations and are committed to ensuring that Jellybeans Music participates in online social media in an appropriate and acceptable manner. This Social Media Policy has been developed to assist in empowering our franchisees and their employees to participate in this new frontier of marketing and communications, represent JellyBeans Music effectively, and share the positive spirit of our brand.

JellyBeans Music have a vision to achieve sustainable growth online with the shared values that we live by as a business and as individuals:

- **LEADERSHIP:** The courage to shape a better musical education future
- **COLLABORATION:** Leveraging our collective genius to drive us forward
- **INTEGRITY:** Be real
- **ACCOUNTABILITY:** Recognising that if it is going to be, it's up to me
- **PASSION:** Commitment to music and education
- **QUALITY:** Do what we do well

This Online Social Media Policy is intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area. It is critical that you always remember who Jellybeans Music is (a music education Company) and what our role is in the social media community (to build our brand awareness). The same rules apply to traditional communication media as to online social communication media.

JellyBeans Music encourage all of its franchisees and their employees to explore and engage in social media at a level they feel comfortable. We feel that you should be able to express yourselves, let your voice shine, and demonstrate your skills and creativity on social media.

Franchisees and employees are encouraged to inspire discourse and share ideas via blogging and social media. **Have fun, but be smart.** The best advice is to approach online worlds in the same way you do the physical one, **use sound judgement** and **common sense**, adhere to the Company's values and applicable policies.

# Online Social Media Policy



## 2. Company Commitment

JellyBeans Music adheres strongly to its core values in the online social media community and we expect the same commitment from all franchisees and their staff. Any deviation from these commitments may be subject to disciplinary action.

### 2.1. The Core Values of online social media

2.1.1. Transparency in every social media engagement. The Company does not condone manipulating the social media flow by creating fake or misleading posts designed to mislead followers. For example a fake web site, "fan page" or other online destination that is not controlled by the Company. We require bloggers and social media participants to disclose to their readers or followers their real and true association to us.

2.1.2. Protection of our customer privacy. As the participants in our programs are children, protection and privacy is a particularly sensitive subject. You must be conscientious regarding any Personally Identifiable Information (PII) or images that we collect, including how this information is collected, stored, used or shared, all of which should be done in relation to applicable Privacy Policies, Australian laws and other IT policies and laws.

2.1.3. Respect of copyrights, trademarks of our Company and other third party rights in the online social media space, including with regard to user generated content (UGC). Make an informed and appropriate decision.

2.1.4. Responsibility in the use of technology. We will not use or align the Company with any organisation or web site that deploys the use of excessive tracking software, adware, malware or spyware.

2.1.5. Utilisation of best practices, listening to the online community and compliance with applicable regulations to ensure that these Online Social Media Policies remain current and reflect the most up to date and appropriate standard of behavior.

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## 3. Our Expectations for Behavior in Online Social Media

There is a big difference in speaking "on behalf of the Company" and speaking "about" the Company. The following set of expectations refers to those personal or unofficial online activities where you might refer to JellyBeans Music.

3.1. Code of Conduct and other applicable policies. All Company members, from the Company Director to franchisees and their staff are subject to the Company's Code of Conduct in every public setting. In addition, other policies, including Information Protection Policy govern our behavior with respect to the disclosure of information; these policies are applicable to your personal activities online.

3.2. You are responsible for your actions. Anything you post that potentially tarnishes the Company image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so appropriately, exercising sound judgement and common sense.

3.3. Be on the lookout for compliments and criticism. Even if you are not an official online spokesperson for the Company, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the company online that you believe are important, consider sharing them by forward them to [info@myjellybeansmusic.com](mailto:info@myjellybeansmusic.com).

3.4. Let the subject matter experts respond to negative posts. Hopefully it will never happen, but if you do come across negative or disparaging posts about the Company and its brand or see third parties trying to spark negative conversation avoid the temptation to react yourself. Pass the post/s along to an official person trained to address such comments [info@myjellybeansmusic.com](mailto:info@myjellybeansmusic.com).

3.5. Be conscious when mixing your business and personal lives. Online, your personal and business personas are likely to intersect. The Company respects the right to free speech but you must remember that customers, colleagues, current and future franchisees often have access to the online content you post. Keep this in mind when publishing information online that can be seen by friends, and family and know that information originally intended for just friends and family can be forwarded on and seen by other parties.

3.6. NEVER disclose non-public information of the Company (including confidential information), and be aware that taking public positions online that are counter to the Company's interests may incur a breach of the Company's Code of Conduct.

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## 4. Participating in Social Media on Company specified sites

As stated, we do encourage franchisees and staff to participate in social media in compliance with this Social Media Policy. Participation in social media must occur only on Company controlled websites and accounts. Jellybeans Music does not allow franchisees and/or staff to create additional websites, web pages or social media accounts in which to write, blog or comment about Jellybeans Music. It is not permitted to create additional social media locations (such as a Facebook page for your territory) without approval from Jellybeans Music Head Office.

Currently Jellybeans Music controlled social media locations where participation is approved are:

Facebook - [www.facebook.com/MyJellybeansMusic](http://www.facebook.com/MyJellybeansMusic)

Twitter - hashtag #MyJellybeansMus

Website - [www.MyJellybeansMusic.com](http://www.MyJellybeansMusic.com)