

The following is information put forth by the Marketing Department, who manage our social media accounts, to provide clarity to all employees about our social media practices and regulations, as well as to inform employees how to get their content shared. This information is for employees only and not to be shared with others.

GENERAL SOCIAL MEDIA INFORMATION

- **Brand Representation** - Our social media accounts are meant to represent Merritt Clubs as a company. We only promote our own programs/events unless we are in partnership with another company. The Marketing Department maintains the validity and integrity of our brand and therefore must manage our social platforms with strict guidelines.
- **One Main Account** - We will have one account (unless specifically determined otherwise by the Marketing Department) for Merritt Clubs as a whole on each social platform. This is to ensure we are able to properly manage comments/messages, provide content to all members in one place, provide non-members with accurate and clear information about Merritt as a company, ensure a minimal amount of people have access to share content to members, ensure our content is relevant and follows brand guidelines.
- **Post Times** - While posts are normally during normal business hours (as that is when we receive the highest engagement rate) the marketing team will make every effort to attend a special event or program if we are given at least one week's notice. We also manage the accounts, answer messages, and share content to our stories outside of normal business hours.
- **Diversity** - We make it a high priority to have content with diversity. Most photos that do not have diversity are often because the person in charge of that program/event specifically chose that photo or because it was a Merritt photo that happened to not have a diverse group but showcases our own staff/members.
- **Post Schedule** - We schedule and manage posts via Hootsuite and have content scheduled out for months in advance sometimes. This means we often have very full post schedules and we do not want to over-post. All posts must be scheduled a minimum of 3 hours apart and only few posts per day unless an urgent announcement comes up.

RULES MARKETING FOLLOWS AS THE SOCIAL MEDIA MANAGERS

- **Legal Liability** - We can't screenshot a post, it needs to tag our account to ensure all people tagged in post have allowed Instagram to share their likeness or content.
- **Over Posting** - We can't over post or post content that doesn't visually represent our brand (content must be clean and nice to look at.) Over posting may result in important content getting lost or people unfollowing our account.
- **Permissions** - All people in photo must have given permission for that photo to be taken/shared.
- **Equal Content for Clubs/Departments** - We cannot prioritize one club or one department, we must give opportunities for all to be shared based on content available.
- **Content** - All content must be family friendly and appropriate for all age/demographics represented in all clubs.

- **Privacy** - We cannot share content that was taken in a locker room or of other people without their consent.
- **Following** - We cannot follow every account. We restrict the number of accounts we follow to ensure we look more legitimate (as opposed to businesses who follow everyone in hopes to be followed back; this is a tactic used by business that purchase followers.)

EMPLOYEE INSTAGRAM CONTENT

- **WE CANNOT SEE/SHARE EVERYONE'S CONTENT** - Many accounts or accounts in tagged photos are private. Please see the How To Get Your Content Shared section to learn how to fix that.
- **WE WILL NOT ALWAYS SHARE YOUR CONTENT** - This is always at the discretion of the marketing department and is based on content, frequency of posts, information in the posts that will or will not be helpful for members, etc.
- **Tags** - If you tag other people in your posts, it's likely their privacy settings will make it so we can't share the photo. You may post a photo with them and tag us without tagging the member to make sure we have aren't blocked by other account's privacy settings, but you must still get their verbal permission to post their photo.

HOW TO GET YOUR INSTAGRAM CONTENT SHARED

(PLEASE NOTE - we will not reshare all content. This information is just to ensure that your content is eligible to be reshared to our Instagram stories.)

- Must have permission from every person in photo to be taken/shared on yours and Merritt's accounts
- Photos can't be in a locker room
- Must be family friendly content
- Must tag our @merrittclubs account (not as a location) for us to see it
- Must refer to us as "Merritt" or "Merritt Clubs," NOT "Merritt Athletic Clubs"
- You must have your privacy settings so that we can reshare:
 - Go to your profile in Instagram
 - Click the top right menu button
 - Click "Settings"
 - Click "Privacy"
 - Make sure account is set to Public
 - Click "Story"
 - Under "Sharing," turn on "Allow Resharing to Stories"
 - Everyone in a photo must be socially distant and wearing masks
- Share as a story not a post

These regulations are subject to change at any time. If you have questions or comments about social media, you may email marketing@merrittclubs.com.