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**Hire Up Staffing & Healthcare Services**  
**(A Kirkman Beck, LLC Company)**  
**Policies Agreement • OCTOBER 8, 2025 REVISION**

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**Social Media Policy & Guidelines**

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**Our Approach to Social Media**

Hire Up recognizes the value of social media for professional networking, thought leadership, and engagement with our clients and industry peers. This policy provides essential guidelines to ensure your online activity is professional, protects our business interests, and complies with legal standards. Failure to follow these guidelines may result in disciplinary action, up to and including termination.

**Guidelines for All Personal Social Media Use**

These rules apply to all social media activity (e.g., LinkedIn, Facebook, Instagram, X, TikTok, blogs, forums, etc.), regardless of whether it is work-related or personal, if you mention or can be identified as a Hire Up employee.

**1. Confidentiality and Proprietary Information**

NEVER disclose confidential or proprietary information about Hire Up, our clients, or our candidates. This includes:

- Client Data: Non-public financial data, intellectual property, trade secrets, future business plans, pricing, or internal Client procedures.
- Candidate Information: Personally identifiable information, placement details, or compensation figures (unless publicly shared by the candidate).

**2. Professional Conduct and Respect**

Your online comments must align with Hire Up's standards of professionalism as well as our sexual harassment, discrimination, and anti-bullying policies.

- Be Respectful: Do not post anything defamatory, harassing, discriminatory, or profane. This includes comments that target race, religion, sex, sexual orientation, disability, age, or any other protected characteristic.
- Do Not Engage: If you encounter negative or inappropriate comments about Hire Up, a Client, or a candidate, do not respond. Instead, take a screenshot and immediately report it to your Hire Up Manager.

**3. Use a Clear Disclaimer**

If you identify yourself as a Hire Up employee on your personal accounts and discuss work-related matters, you MUST include a clear disclaimer stating that your views are your own and not those of Hire Up.

- Recommended Disclaimer: "My posts are my own and do not necessarily represent the views or opinions of Hire Up."

**4. Intellectual Property and Copyright**

You must respect copyright, trademarks, and all other intellectual property rights when posting content.

- Do Not Use: Never post copyrighted material (images, videos, music, graphics, or text) to any company account or to your personal accounts (if you identify yourself as a Hire Up employee) without express written permission from the content owner.
- Source Properly: When sharing external content, always provide a link back to the original source and comply with fair use guidelines. When in doubt, do not post it.

**5. Protecting Your Time**

Personal use of social media during working hours should be minimal and limited to approved break times, as it can be a significant distraction and negatively impact productivity for both you and the Client.

## **Official Hire Up Accounts**

### **1. Authorization and Branding**

Only official, pre-approved accounts may use Hire Up's name, logo, or trademarks as a profile picture or avatar. All official accounts must adhere to our organizational branding standards.

### **2. Requesting a New Account**

To gain approval and design support for a new official social media presence, you must email Rebecca@hireupss.com with the following details:

- Purpose: The objective and target audience for the account.
- Content: The types of information you will be sharing and your update frequency.
- Administration: The names of at least two designated administrators (one primary, one backup).
- Credentials: The designated username and password for the account.

### **3. Account Management**

Account holders overseeing an official Hire Up account are required to provide and maintain current username and password credentials with the Brand Management department. This ensures account continuity and management should your role or responsibilities change.

## **Crisis Communication and Escalation**

Social media is a highly visible, fast-moving environment. A complaint or negative comment can quickly become a public crisis. To manage this risk effectively, a clear communication chain must be followed.

### **1. Procedure for Negative or Crisis Communication**

If you encounter a post, message, or comment (on any platform, official or personal) that contains any of the following, you must immediately report it and refrain from responding:

- Any mention of a security breach or data loss.
- Any media inquiry (journalist or news outlet).
- A threat of legal action against Hire Up or a Client.
- Highly defamatory, viral, or widespread negative criticism of Hire Up or a Client.

### **2. Escalation Protocol**

Your only action in a crisis situation is to report and escalate:

- 1) Do Not Engage: Never delete, reply to, like, or acknowledge the comment or post. Any interaction can escalate the situation.
- 2) Document: Take a screenshot of the content, including the poster's name and the platform.
- 3) Report Immediately: Send the screenshot and all relevant details (platform, date, time) to your Hire Up Manager and to Rebecca@hireupss.com.

All responses to crisis situations or official media inquiries will be handled exclusively by Hire Up's designated communication team. Your cooperation in strictly following this protocol is essential to protecting the company and our Clients.

## **Legally Protected Activity**

This policy is not intended to, and will not be applied to, interfere with, restrain, or coerce employees from engaging in legally protected activities.

- You are free to discuss wages, hours, working conditions, and terms of employment, including sharing information via social media, as protected under Section 7 of the National Labor Relations Act (NLRA).