

# External Social Media Communication Policy

## Comment moderation policy

Freshfields Village social media channels offer a friendly environment for the community, our followers and brands to engage in a congenial way. We appreciate feedback both positive and negative, but will reject the following content and remove from all social channels:

- Comments which include offensive or inappropriate language.
- Personal or aggressive attacks that may offend brands and/or followers.
- Comments that are drastically off-topic and do not relate to content.
- Comments that appear to be SPAM.
- No mass follow links.

If a follower or social media user makes repeated offenses (2 or more), Freshfields Village reserves the right to block the repeat offender from the page without notice. Freshfields Village will contact first time offenders directly to clearly communicate the “comment moderation policy.”

## Online interaction policy

Freshfields Village will not respond to comments or engage in conversations that include:

- Spam and off-topic comments
- Defamation
- Misinformation. Freshfields Village will do their best to correct any misinformation on the social channels.
- Trolling, which includes negative comments that do not contribute or benefit our brands and consumers.

Freshfields Village strives to adhere to the following standards on all of our social media channels:

- Timeliness: Freshfields Village will respond to comments and messages in a timely manner. 24-48 hours.
- Freshfields Village will take all possible steps to ensure that what is posted is complete and accurate.
- If Freshfields posts something that is inaccurate, Freshfields will endeavour to correct it immediately.
- Confidentiality: Freshfields Village will not discuss confidential information.
- Disclosure: When employees engage in public conversations about the organization, they will disclose their affiliation.