

## Global Social Media Policy

The network's brand name ("Crowe") is used by member firms worldwide. Each member firm is responsible for protecting the reputation of the brand. This policy details the network's requirements for member firms' social media accounts.

### 1.0 Scope

This policy is applicable to all Crowe member firms that manage or administer a firm social media account. This policy is not intended to replace a member firm's local social media policy which will provide information to their people on their individual social media use.

Member firms are required to have at least one active social media account unless local law prohibits this.

Member firms located in a Key Economic Centres (KEC) are required to have at least two active social media accounts.

### 2.0 Definition

A 'firm's social media account' refers to an account on a social media channel which is owned and managed by the member firm and represents their business. A social media account of an employee or a partner is not a 'firm's social media account'.

An 'active' social media account is defined as an account which has weekly content updates.

A KEC is a particular strategically significant geography defined by Crowe. A list of current KECs is available on the Member Portal.

### 3.0 Requirements

- 3.1 All member firms active on social media are required to have a local social media policy to guide their people in appropriate social media behaviour and protect the brand locally. The content of that policy is determined by the member firm, it must align with the principles of the Global Social Media Policy.
- 3.2 Member firm social media accounts are required to follow the global naming convention set-out in this policy.
- 3.3 Member firms are not permitted to comment on emotive or controversial subjects which could cause negative impact to the brand. These subjects include politics and religion.
- 3.4 Social media account profiles for member firms must accurately reflect the nature of the firm's business and their relationship to Crowe.
- 3.5 If a member firm's social media account requires a link to their website, the member firm must link to their Crowe website or the Crowe Global website.

- 3.6 The Crowe logo used on the account profile of a member firm's social media account must be high resolution and adhere to the logo standards in the brand manual.
- 3.7 Imagery used on the account profile should comply with image brand standards.
- 3.8 Member firms must have a designated Social Media Contact within their firm who is responsible for managing the firms accounts and content.
- 3.9 Member firms are required to follow Crowe Global's social media accounts and encouraged to participate in the network's global campaigns.
- 3.10 Member firms are strongly encouraged to consider social media in their overall brand, marketing and communications budget.

#### 4.0 Naming conventions

All firm accounts must adhere to the network's social media naming conventions. Any variations required to the standard naming conventions in this policy must be submitted to the Global Marketing Director for approval before use. Naming conventions for all other social media channels must be submitted to the Global Marketing Director for approval before use.

Where there are multiple member firms in a single country, firms are encouraged to use a single social media account with the other firms in their geography to optimize digital impact and brand recognition. Social media channels enable multiple content authors enabling more than one member firm to release content to a single channel.

Member firms are not permitted to use wording related to service lines, industries or regions in their social media account names.

Member firms are not permitted to represent Crowe Global on social media channels in any form.

##### 4.1 *Twitter*

Where there is one firm in a country or a unified presence, the member firm account name is required to follow the format:

Crowe [country prefix]@Crowe[country prefix]. For example, Crowe UK@CroweUK

Where there are multiple firms in a country which have a non-unified market approach, the member firm account name is required to follow the format:

Crowe [country prefix]@Crowe[firm legal name]. For example, Crowe NL@Crowe\_Peak

##### 4.2 *LinkedIn*

Where there is one firm in a country or a unified presence, the member firm account name is required to follow the format:

Crowe [country prefix]. For example, Crowe US

Where there are more than one firm in a country, the member firm account name is required to follow the format:

Crowe [country prefix] [legal name]. For example, Crowe CA MacKay

#### 4.3 Facebook

Where there is one firm in a country or a unified presence, the member firm account name is required to follow the format:

Crowe [country prefix]@Crowe[country prefix]. For example, Crowe MY@CroweMY

Where there are multiple firms in a country which have a non-unified market approach, the member firm account name is required to follow the format:

Crowe [country prefix]@Crowe[firm legal name]. For example, Crowe FR@CroweRocard

#### 4.4 YouTube

Where there is one firm in a country or a unified presence, the member firm account name is required to follow the format:

Crowe [country prefix]. For example, Crowe VE

Where there are more than one firm in a country, the member firm account name is required to follow the format:

Crowe [country prefix] [legal name]. For example, Crowe NL Foederer

### 5.0 Audience-specific accounts

Member firms may choose to have specific accounts for a particular purpose, this is only permitted in the following cases:

- News
- Careers

In these cases, the firm account naming convention should follow those stipulated in section 4.0 of this policy and include the word 'News' or 'Careers' after the country code. For example, @CroweUSNews

Group accounts consisting of representatives from multiple member firms are not permitted. Members must not operate group accounts for services, industries or geographies unless prior brand approval has been provided by Crowe.

### 6.0 Access Rights and Security

It is recommended that passwords for member firm social media accounts are changed regularly to maintain strong security.

Content uploads should be limited to a specific author or group of authors to ensure there is consistency of message and tone. If an author leaves the firm, the account password should be changed immediately to prevent access by that person once no longer employed.

### 7.0 Frequency of Activity

Member firms are required to be active on a weekly basis. This can include:

- sharing a post;
- liking a post;
- commenting on a post; and
- posting content.

Frequent content updates optimize digital brand awareness: improving search engine optimisation, maximising engagement with audiences and increasing website traffic.

## **8.0 Decommissioned Accounts**

Decommissioned social media accounts must be deleted within six-months of their last active use.

On leaving the network, the member firm's social media accounts must be deleted at the point of membership termination.

## **9.0 Responsibility**

**9.1** Member firms are responsible for ensuring that employees who manage the firm's social media accounts adhere to the Global Social Media Policy.

**9.2** Member firms are responsible for ensuring the content used on social media is relevant, accurate and appropriate. Inappropriate content must be rectified immediately by the member firm.

**9.2.1** Member firms must not endorse or promote people, organizations or products unrelated to the firm's business. Member firms must not associate the network's brand with non-business related or social causes without prior approval.

**9.3** Member firms are responsible for ensuring that activity complies with the social media channel's terms of use, as well as applicable privacy and copyright laws.

**9.4** Member firms are responsible for ensuring their local social media policy is kept up to date. The local policy should seek to safeguard the brand and its reputation from inappropriate use by employees and partners using individual social media accounts.

**9.5** Member firms are responsible for attending the mandatory annual social media training.

## **10.0 Breach of Policy**

Non-compliance with this policy constitutes of breach of the firm's TMLA/TMCA with Crowe.

**10.1** Any violation of the Global Social Media Policy should be rectified within seven days of notification unless the risk to brand is considered significant in which case the breach should be rectified in 24-hours.

For further information on the Social Media Policy, contact Lynda Dupont-Blackshaw, Global Marketing Director at Crowe Global.