

SOCIAL MEDIA POLICIES



MeMi Collective



WWW.MEMICOLLECTIVE.COM



PRESENTATION BY NIKHIL GANGWANI

ABOUT MEMI

MeMi Collective is a Canadian slow fashion brand based in Nanaimo, British Columbia. The brand is dedicated to creating timeless, versatile apparel designed for female and non-binary bodies.

MeMi Collective primarily targets individuals who value sustainability, ethical fashion, and timeless style.

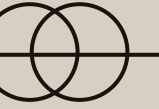
The primary purposes of MeMi Collective's social media accounts are to engage with their audience, promote their products, and raise awareness about sustainable fashion practices. Through platforms like Instagram and Facebook





OBJECTIVES

- 1. Enhancing Customer Engagement:** Encourage employees to interact with customers in a positive and helpful manner. This goal focuses on building strong relationships with the audience.
- 2. Protecting Intellectual Property:** Ensure that all content shared on social media respects intellectual property rights. This includes using only approved images, videos, and music, and giving proper credit to original creators.
- 3. Crisis Management:** Establish clear protocols for handling negative comments or crises on social media. This goal aims to minimize damage to the brand's reputation by providing guidelines on how to respond quickly and effectively to potential issues.



EMPLOYEE GUIDELINES

Do:

- Share company news, updates, and promotions.
- Engage positively with followers and respond to comments/questions.
- Use approved branding and messaging.

Don't:

- Post confidential or proprietary information.
- Engage in arguments or negative interactions.
- Share unverified or false information.





tone & voice

The business's voice should be friendly, approachable, and professional. This means communicating in a way that is welcoming and respectful, while maintaining a level of professionalism that reflects the company's values.

Specific Guidelines for Employees

- **Consistency:** Ensure all posts align with the defined voice and tone.
- **Positivity:** Maintain a positive and respectful attitude in all interactions.
- **Clarity:** Be clear and concise to avoid misunderstandings.
- **Empathy:** Show understanding and compassion, especially when addressing customer concerns.



CONTENT GUIDELINES

1. Educational Content:

- Share tips, tutorials, and how-to guides related to your products or industry to provide value to your audience.
- Example: "Check out our latest blog post on how to style our new fall collection for any occasion!"

2. User-Generated Content:

- Feature content created by your customers, such as photos, reviews, and stories, to build community and trust.
- Example: "We love seeing how you wear our designs! Tag us in your photos for a chance to be featured."

3. Behind-the-Scenes Content:

- Give your audience a glimpse into the daily operations, team activities, and the creative process behind your brand.

Negative or Controversial Topics to avoid:

- Avoid posting content that could be seen as negative, controversial, or divisive, such as complaints about competitors or sensitive social issues.



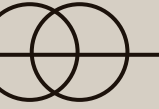
LEGAL AND ETHICAL CONSIDERATIONS

- **Customer Consent:** Always obtain explicit permission before posting any images, testimonials, or personal information of customers.

Example: "Before sharing a customer's photo on our social media, ensure they have signed a consent form or provided written approval."

- **Use Licensed Content:** Only use images, videos, music, and other content that you have the rights to or that are licensed for use.
- **Adhere to Regulations:** Follow all relevant laws and regulations, including advertising standards and industry-specific guidelines.





AI USAGE AND TRANSPARENCY:

Our company embraces the use of AI to enhance efficiency and creativity while maintaining transparency and ethical standards. We believe AI can significantly improve our operations and customer interactions when used responsibly.



How and When AI Will Be Used:

- Scheduling Posts
- Generating Content Ideas
- Customer Support

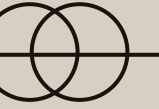
Ways AI Will NOT Be Used:

1. Decision-Making Without Human Oversight:
 - AI will not be used to make final decisions on critical business matters without human review and approval.
2. Creating Misleading or Deceptive Content:
 - AI will not be used to generate content that could mislead or deceive our audience.



CRISIS MANAGEMENT

- **Determine the Crisis:** Keep an eye on brand mentions using social listening techniques to spot any problems before they become serious.
- **Pause Scheduled Content:** To prevent coming out as callous or out of touch, temporarily suspend any planned postings and campaigns.
- **Understand the Situation:** Determine the extent and significance of the issue. Assess the seriousness and possible consequences.
- **Response Team:** To address the crisis, assemble a group of important parties, such as top management, PR, and legal. Directly address the problem and describe the actions being done to fix it.
- **Interact with the Audience:** Provide fast, courteous responses to messages and comments. Demonstrate compassion and a dedication to finding a solution.
- **Monitor the Situation:** Continuously monitor social media and other channels for updates and additional feedback.
- **Learn from mistakes:** After the crisis has been resolved, review the response process and identify areas for improvement.



MONITORING & ENFORCEMENT

Monitoring Social Media Activity:

- Conduct regular audits of social media accounts to ensure compliance with the policy.
- Utilize social listening tools to monitor brand mentions and track any potential issues or violations in real-time.

Ensuring Policy Compliance:

- Ensure that all employees are aware of the social media policy and understand the expectations.
- Establish a system for employees to report potential violations or concerns anonymously.

Consequences for Policy Violations:

- For minor infractions, issue a verbal or written warning to the employee.
- Require employees who violate the policy to undergo additional social media training.
- For severe or repeated violations, consider suspension or termination of employment.




THANK YOU

By applying these social media policies, we can ensure a consistent and professional brand presence, enhancing our reputation and building stronger relationships with our audience.

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