



## **Maple Cleaning: Social Media Policy: 2026**

### **1. Purpose**

To establish guidelines for responsible and respectful use of social media that protects Maple Cleaning's reputation while encouraging positive engagement by employees and contractors.

### **2. Scope**

This policy applies to all employees, contractors, and representatives of Maple Cleaning Services who use social media platforms both professionally and personally in contexts that may reference or impact the company.

### **3. Acceptable Use**

#### **3.1 Personal Use**

- Employees may use social media during breaks or outside work hours, provided it does not interfere with work responsibilities.
- Personal social media accounts must not falsely represent affiliation with Maple Cleaning.
- Employees are encouraged to use good judgment and avoid content that could harm the company's image or credibility.

#### **3.2 Professional Use**

- Only designated employees may post on official Maple Cleaning social media accounts.
- All content must be professional, respectful, and consistent with the company's brand and values.
- Images of client sites or staff must not be posted without permission and proper consent.

### **4. Inappropriate Use**

The following behaviours are prohibited on any social media platform when directly or indirectly referencing Maple Cleaning:

- Sharing confidential or sensitive company or client information
- Making defamatory or discriminatory remarks about colleagues, clients, or competitors
- Using company branding or logos without permission
- Harassing, bullying, or threatening any individual
- Posting work-related photos or videos that have not been approved by management

## **5. Brand Representation**

- Employees must not speak on behalf of the company unless authorized.
- If referencing Maple Cleaning in personal posts (e.g. job descriptions or achievements), employees must clearly state opinions are their own.

## **6. Policy Violations**

Breaches of this policy may result in disciplinary action, including termination or legal action, depending on the severity of the offense.