

JJFC Social Media Policy

As social media becomes a more prevalent part of the lives of every JUSTJUNK® team member it is important to remember to act in a certain way when representing JUSTJUNK® on your personal social media accounts.

Any and all depictions or representations of the JUSTJUNK® brand **MUST** be approved by JJFC Head Office, on any platform including, but not limited to, Facebook, Twitter, Instagram, TikTok, Snapchat, and/or Pinterest.

Any approved representation of JUSTJUNK on-duty personnel, being Franchise Owner, Truck Driver and/or Navigator must adhere to the following qualities in any appearance:

- Clean
- Green
- Friendly
- Professional
- World Class Service
- Positive
- Fun
- Happy
- Helpful

On the Job practices

While on the Job the standard for behaviour is significantly higher. A picture with any hashtag (#) representing the brand may only be posted if you feel that it accurately represents you or your co-worker behaving in a way that positively represents the company and yourself and **MUST** be approved by JJFC HQ.

This means you shall keep away from practices that may appear unsafe, illegal, as well as refraining from taking photos of any behaviour that may appear to be unprofessional.

Viable social media usage.

Please only post about JUSTJUNK® on Twitter, Instagram and Facebook. Mention or photo reference to JUSTJUNK® on any other form of social media is to be avoided.

Personal time practices

Under no circumstance will you take a picture in which you are wearing a piece of clothing that says JUSTJUNK® on it while outside of work hours.



Brand Representation

Further, illicit practices, illegal activity, and/or any disparaging action(s) represented on social media platforms that may result in potential defamation or Brand damage while

- Employed with JUSTJUNK®
- in any part of the JUSTJUNK® uniform
- Representing or referring to JUSTJUNK® post-employment

will not be tolerated and can result in termination and/or legal action.

Similar policies apply for any and all online postings, statuses, or updates with the words or referencing JUSTJUNK® in it. If you feel compelled to post about JUST JUNK® please refrain from using profanity or any sort of suggestive or controversial language. If, while employed, you wish to discuss any issues, please take them to your immediate supervisor/manager or Franchise Owner to resolve the issue.

When in doubt about the quality or professionalism depicted in a post, prior to its submission, please consult JJFC Director of Public Relations Paul Sawchuk at paulsawchuk@justjunk.com or by phone at **905-687-6281**.

Signature

Date

