



Global Social Media Guidelines for Partners

Moments of connection - that's our promise. And we bring that promise to life every day in unique and special ways.

These Guidelines are to help you do the right thing when connecting in social media. They're important and are based on our [Global Social Media Standard](http://www.starbucks.com/partners/social-media), which also applies to you (www.starbucks.com/partners/social-media).

If you have questions, please talk to your manager, Partner Resources or email socialmedia@starbucks.com.

Let's celebrate and share in social media what it means #tobeapartner – with each other, our customers and the world - in ways only partners can!

(do this)

Share your passion. We're called partners, because this isn't just a job, it's our passion. So, go ahead and share it!

Work comes first. Don't let social media get in the way of you – or your fellow partners – doing your job and what's expected of you.

Make it yours. Be open about the fact that you're a partner and not an official company spokesperson. Use statements in your account profile or posts like: *"I'm a Starbucks partner and these are my personal opinions..."*

Truth be told. Your voice can be powerful, so don't spread false information, rumours or misleading claims about Starbucks, our products and services, or other partners. Get the facts to always be honest and accurate.

The world is getting smaller. What you say can be seen by customers and partners all over the world. And what you say might actually be wrong or offensive someplace else.

Take the high road. Show respect for others' opinions, even when you might not agree. And no trolling, bullying or flaming - there's no winner in that game.

The internet doesn't have a "delete" key – Anything you share on the internet can take on a life of its own and be hard to remove once it's out there, so please think before you share something.

Be safe. Understand the privacy settings associated with your social media accounts. For example, Facebook provides resources to help you fine tune the privacy of what you share.

We can work it out. Complaints or concerns about Starbucks are best resolved by speaking directly with someone, rather than distributed on social media. We encourage these options:

- Privately with fellow partners
- Face-to-face with your manager
- Partner Resources
- Business Ethics & Compliance helpline (email: EthicsAndCompliance@starbucks.com)

Whoops! If you mess up, be quick to correct it and clear about what you did to fix it.

- Give your manager a heads-up; they're there to help.
- If it's a BIG whoops, contact the social media team for some additional help (email: socialmedia@starbucks.com).
- If a journalist contacts you, direct them to the Starbucks Media Relations (email: press@starbucks.com).

(don't do this)

Don't use other people's stuff. Just because something is online doesn't mean it's OK to copy it (like an image, statement or anything else that's specifically protected by copyright laws).

Don't give out personal info about customers or others partners.

Don't distribute or share future promotional activities, trade secrets, internal reports, policies, procedures or other private and confidential info.

Don't distribute financial information or give "tips" to others so that they can buy or sell stocks or securities.

Don't bully others using malicious, obscene, threatening or intimidating actions; don't use discriminatory remarks, threats of violence or unlawful conduct, content meant to harm someone's reputation or anything that could create a hostile work environment on the basis of race, sex, sexual orientation, disability, religion or any other status protected by law or Starbucks policies.

Don't create social media accounts using Starbucks brand to communicate with customers on behalf of the company. Accounts intended to communicate with our customers requires permission from our Global Marketing team.

Don't register a personal social media account using a Starbucks-issued email address.

So, what does it mean to you #tobeapartner? We look forward to connecting with you!