



Social Media Guidelines

Last revised date: 7/11/23

Guidelines Highlights

Associates are expected to abide by Staples' values and Code of Conduct, always, even on social media. You are welcome to use your personal social media channels on your own time, as you see fit, keeping in mind the implications of choosing to affiliate yourself with Staples online, such as in your personal profile or choice of attire.

1. Treat everyone with courtesy and respect. Adhere to the Staples Code of Conduct. Don't engage in online behavior that violates Staples' values. Don't use vulgar, profane, inflammatory, or inappropriate language in any social media posts or comments that may be attributed to you as a Staples associate.
2. Don't disclose sensitive, confidential, or proprietary company information on social media. Be mindful of any such information that may be visible in photographs or images. Be cognizant of what can be seen on whiteboards, walls, computer screens, phone screens, desks, etc.
3. Don't present your personal opinions as the official position of Staples unless you've been specifically authorized to speak on behalf of the company. Make it clear that your opinions are your own.
4. Don't launch a Staples-branded social media channel without prior alignment and approval from the Staples Brand Strategy team.
5. Always use sound judgement and common sense. When in doubt, don't post.

Staples Social Media Guidelines: Statement of Purpose

As social media continues to evolve, so does the way individuals, consumers, brands, and others communicate with one another. It is important to ensure that guidelines are in place to protect Staples' brand image and to prevent sharing of any information that might damage our business, help our competitors and/or create legal, regulatory or securities violations. As a result, Staples has created these guidelines as a resource for all associates. It includes important guidance, context and insights for any associates who choose to use social media at work and/or affiliate themselves with Staples online.

- At Staples, we have a zero-tolerance policy for hate speech, including on social media. We do not and never will tolerate racism, hatred, discrimination, harassment, or threats of physical harm from our employees' personal accounts or on our official company channels.
- Unless part of your regular job duties, your personal engagement with Staples social channels is completely voluntary, not required to perform your job duties and should never interfere with your job responsibilities.
- When commenting or responding about Staples on social media, let **common sense** guide you. What is shared on social media is almost certainly permanent and viewable to the public. You are ultimately responsible for what you post, so when you do post, double check what you are sharing, and proofread your posts. Don't disclose sensitive, confidential, or proprietary company information on social media or present your personal opinions as the official position of Staples unless you've been specifically authorized to speak on behalf of the company. If you still have questions or doubts on what you are about to share, then play it safe: Don't post, and reach out to the Staples Brand Strategy team for guidance (See contact information at the end of this document).



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- **For those who manage an Official Staples social channel:** Official Staples social channels are considered the property of Staples. If you leave the company, these accounts remain the property of Staples and you will not try to change the password, account name or transfer ownership in any way
- If a post is published about associate(s), benefit questions and/or concerns, and assistance is needed, feel free to reach out to your designated HR contact or call the general HR service line at **888-490-4747** for additional clarification.
- In addition to these guidelines, ensure that you are acquainted with Staples' **Code of Conduct, Global Business Conduct Standards**, and our **Press, External Communications & Speaking Policy**. If you are not, these can be found on [The Hub](#).

Process Steps to Launch a New Staples Social Media Channel

- A Staples social media channel cannot be launched without approval from the Staples Brand Strategy team (contact information listed at the end of this document).
- Here are some things to consider when proposing a Staples social media channel:
 - Proposed strategy for the channel with ongoing alignment to Staples' core social media channels
 - Resources to monitor and maintain the channel
 - Strict adherence to Staples, Inc. Social Media Guidelines and Brand Guidelines, including the Social Media Appendix

Dos and Don'ts

Below are some best practices to keep in mind when using social media:

- Treat everyone with courtesy and respect.
- If you choose to identify yourself as a Staples employee on your personal social media channels, explicitly state your views are your own and not those of Staples.
- Share and discuss open job positions with your social media network.
- Talk about exciting updates in the industry as it relates to your interests.
- Share posts from the Staples' channels that reference employee events, culture, education initiatives, etc.
- Like and share exciting company updates that relate to your personal interests.
- Connect with the Brand Strategy team for potential amplification that you or your department may need on Staples channels – not all requests are guaranteed for publication but will be discussed and assessed against the social media strategy.
- Be cognizant of surroundings when taking and posting photos on social media – whiteboards, walls, computer screens, phone screens, desks, etc.
- Share photos from events and get involved in the conversation with the proper hashtags and connecting with other from the event.
- Always ask before taking photos – confirm the event allows photography and/or people are comfortable having their photo taken.

Here are some things to avoid when using social media:

- Don't use vulgar, profane, inflammatory, or inappropriate language.
- Don't engage with complaints, negative reviews or comments from customers or fellow associates; the Customer Care team will address it. You may flag it by sending a screenshot to brand@staples.com.
- Don't disclose confidential or proprietary information.



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- Don't attempt to correct misinformation; instead notify Brand Strategy.
- Don't present your personal opinions as the official position of Staples, unless you've been specifically authorized to speak on behalf of the company
- Don't post sensitive, private, or confidential company information (e.g., unannounced product launches and promotions, internal sales results, company strategy, pricing information or comparisons)
- Don't engage in "downstream" conversations after sharing Staples' content, even if it includes misinformation
- Don't launch a Staples social media channel without approval from the Staples Brand Strategy team
- Don't share photos of the following on social media:
 - Competitor logos or products
 - Faces of individuals who have not given permission to be photographed
 - Confidential or internal-only documents, product information or promotional language

Above all

- Be respectful and mindful of the **Staples Code of Conduct**.
- Respect both company and customer privacy.
- Don't engage in online discussions about Staples or competitor products.
- Be transparent and make it clear that your opinions are personal.
- Use sound judgment and common sense.

Social Media Applications

- **LinkedIn** is a network focused on professional content, specifically corporate, career building, and thought leadership content.
- **Facebook** is a network focused on friends and family, and one that maybe brands are entering into as a way to reach specific communities.
- **Twitter** is a news-like sharing network that offers real-time updates on the latest industry updates.
- **Instagram** is a photo and video sharing app where people can upload photos or videos to share them with their followers or with a select group of friends.
- **YouTube** is a video sharing service where users can watch, like, share, comment and upload their own videos.
- **Pinterest** is a visual discovery engine for finding ideas like recipes, home, and style inspiration, and more.
- **Snapchat** is a mobile messaging application used to share photos, videos, text, and drawings.

Social Media Vocabulary Terms

- **#Hashtag:** A word preceded by the "#" symbol, used to identify a keyword topic, and facilitate search
- **Connect:** LinkedIn term for adding people to your network, similar to Facebook friend or Instagram and Twitter follow
- **Handle:** A 'handle' or username refers to an individual's account name on a social media application. On Twitter, a handle is preceded by the '@' symbol, followed by their account name.
- **Retweet:** A word that indicates a user has republished someone else's content on their own Twitter page.
- **Story:** A 'story' on Instagram and Facebook refers to a collection of media (photos, videos, etc.) that are accessible at the top of the respective application and are visible for only 24 hours.
- **Tag:** On Facebook or Instagram, a tag on images or in posts creates a link notification to friends.



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Staples, Inc. Core Social Channels — Staples, Inc. is active on the following platforms:

- Facebook: <https://www.facebook.com/staples/>
- Instagram: <https://www.instagram.com/staples/>
- LinkedIn: <https://www.linkedin.com/company/staples>

Staples U.S. Retail Core Social Channels — Staples U.S. Retail is active on the following platforms:

- Facebook: <https://www.facebook.com/staplesconnect/>
- Instagram: <https://www.instagram.com/staplesstores/>
- LinkedIn: <https://www.linkedin.com/company/staples-stores>
- TikTok: <https://www.tiktok.com/@staplesstores>
- Twitter: <https://www.twitter.com/staplesstores>
- Pinterest: <https://www.pinterest.com/staplesstores>
- YouTube: <https://www.youtube.com/channel/UCNC6TDNV1M9UaaqJECBhwxQ>

Social Media & Marketing Questions

Please email any questions you may have on the above to brand@staples.com for assistance.

Brand Strategy

- Maura Rioux, Senior Director | maura.rouix@staples.com
- Brittany Kinch, Program Manager | brittany.kinch@staples.com

Staples, Inc. Related Policies

- Press, External Communications and Speaking Engagements