



Social Media Marketing Policy and Procedures

Purpose

The Social Media Marketing Policy at Trendie is designed to provide clear guidelines for the ethical, responsible, and effective use of social media platforms to promote the company's products and services. The policy aims to ensure that all social media activities are conducted in a manner that positively represents Trendie's brand values, fosters customer engagement, and adheres to all applicable legal and ethical standards.

Scope

This policy is applicable to all social media marketing activities conducted by Trendie, including but not limited to content creation, posting, customer engagement, and advertising across platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. It encompasses the duties of the marketing, communications, and customer service teams in managing and maintaining Trendie's social media presence.

Policy Statement

Trendie acknowledges the significant role of social media as a strategic tool for enhancing brand awareness, fostering customer relationships, and driving business growth. All social media activities must consistently reflect Trendie's core values, maintain the integrity of the brand, and comply with all relevant laws, regulations, and industry standards.

Social Media Marketing Principles

- **Authenticity:**

All content must be genuine, accurate, and aligned with Trendie's brand voice and ethos. Misleading or deceptive content is strictly prohibited.

- **Engagement:**

Social media should be used as a platform to actively engage with customers, respond to inquiries in a timely and professional manner, and foster a sense of community around the Trendie brand.



Trendie

- **Compliance:**

All social media activities must comply with applicable legal requirements, including advertising standards, copyright and intellectual property laws, privacy regulations, and platform-specific policies.

- **Transparency:**

Paid partnerships, sponsorships, and endorsements must be clearly and conspicuously disclosed to maintain transparency and comply with advertising disclosure guidelines.

- **Reputation Management:**

Social media practices should be employed to protect, enhance, and positively influence Trendie's brand reputation. Any content that could potentially harm the brand's image should be avoided.

Social Media Marketing Procedures

- **Content Creation and Approval:**

Content should be developed in collaboration with the marketing team, ensuring it aligns with Trendie's overall marketing strategy and brand guidelines. All content must be reviewed and approved by the social media manager before publication.

- **Posting and Scheduling:**

Posts should be scheduled in advance using approved social media management tools to ensure a consistent and strategic delivery of content across all platforms. Posting times should be optimised to maximise audience engagement.

- **Engagement and Monitoring:**

Social media channels must be actively monitored to promptly address customer interactions, including comments, messages, and mentions. All responses should adhere to Trendie's customer service standards, ensuring professionalism and courtesy.

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- **Compliance Check:**

Prior to publication, all content must be reviewed for compliance with legal, ethical, and platform-specific guidelines. This includes verifying the accuracy of information and ensuring that any necessary disclosures are included.

- **Crisis Management:**

In the event of a social media crisis, such as negative publicity or a significant customer complaint, the issue must be immediately escalated to the appropriate management team. A pre-established response plan should be implemented to address and mitigate any potential impact on Trendie's brand.

Monitoring and Reporting

The effectiveness of social media strategies will be evaluated through the tracking of key performance metrics, such as engagement rates, follower growth, and conversion rates. Regular analytical reports will be prepared and presented to management to inform and guide future social media activities and strategies.

Compliance

All employees involved in social media marketing are required to adhere strictly to this policy. Failure to comply with the policy may result in disciplinary action, up to and including termination of employment. It is the responsibility of each employee to familiarise themselves with this policy and to seek clarification if any aspect of the policy is unclear.

Review

This policy will undergo an annual review to ensure its continued relevance and effectiveness in the evolving social media landscape. Any amendments to the policy will be communicated promptly to all relevant employees and stakeholders to ensure ongoing compliance and understanding.