

**Greater Easton Development Partnership Festivals and Events (GEDP)
Easton Farmers' Market (EFM)
Easton Public Market (EPM)**

Social Media Policy and Guidelines for Vendors

This policy provides guidance for Vendors and their employees (hereafter referred to as "Vendors") for use of social media, including blogs, wikis, micro-blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services (whether or not associated or affiliated with GEDP, EFM or EPM) that permit users to share information with others.

Social media can be a fun and rewarding way to share our lives and opinions with family, friends, customers, and fellow producers around the world. Using social media also presents certain risks and carries with it certain responsibilities. To assist Vendors in making responsible decisions about their use of social media, we have established these guidelines for appropriate use of social media, whether related to or referencing the activities of GEDP, EFM and EPM:

- Be mindful of the effect of the communication on the reputation of the Vendor, other Vendors, GEDP, EFM and EPM (the information that the Vendor posts or publishes may be public information for a long time)
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that contravene or advocate against our Diversity, Equity & Inclusion Statement or any Federal, State or local law or regulation, or are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Do not publish post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Vendor should check with market management.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions; refer these inquiries to GEDP.
- Always obtain in advance appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Maintain business-related social media accounts separately from personal accounts in order to avoid the appearance that a Vendor's views are representative of the views of fellow Vendors or GEDP, EFM or EPM.
- Use good judgment in posting material to assure it is not appropriate or harmful to GEDP, EFM or EPM, its employees, or customers.
- Content and information published through social media may be observed by GEDP, EFM and EPM.