

Franchisee Social Media Usage Guidelines

Date: [Insert Date]

Dear [Franchisee Name],

We are excited to support your journey as a franchisee and want to ensure that you represent our brand effectively on social media. Below are the guidelines for social media usage that all franchisees are required to adhere to:

Brand Representation

- Always use official logos and branded materials provided by the franchisor.
- Maintain the tone and style of the brand in all communications.

Content Guidelines

- Share only approved content related to promotions, events, and services.
- Refrain from posting any negative remarks about competitors.

Engagement Standards

- Respond promptly to customer inquiries or comments.
- Foster a supportive and positive community.

Compliance

- Adhere to all local, state, and federal regulations regarding advertising.
- Report any negative incidents that could impact the brand image.

We appreciate your cooperation and commitment to upholding the integrity of our brand. Please feel free to reach out if you have any questions regarding these guidelines.

Best Regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]