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Work URL

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Roseland McDonald's
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Dear Restaurant Staff,

Social Media Policy for all Restaurants

Every five seconds, someone mentions the McDonald's brand online. We know that our restaurant employees are increasingly using social media as part of their everyday communications and likely sharing their enthusiasm about working for our great company with their families and friends.

Since many of us undoubtedly participate in online conversations about McDonald's, its people, and products, it is important that they do so appropriately. Indeed, individual communications can reach millions of people very quickly, and have the potential to impact the McDonald's brand, as well as the workplace. As a result, this month we are rolling out a "McDonald's Online Communications Policy for Restaurant Employees." This policy is designed to guide restaurant employees regarding appropriate behavior when they use social media that involves McDonald's or working at McDonald's.

Sincerely yours,

Samuel R Houston O/O

Sam Houston

Online Communications Policy for Restaurant Employees

If you participate in online conversations about any McDonald's, its people or products, it is important that you do it in a way that is safe, appropriate and legal. The intent of this Policy is not to restrict the flow of useful and appropriate information, but to minimize the risk to you, your coworkers and to this McDonald's and the McDonald's Brand.

Because we want to provide 100% customer satisfaction, HouCorp inc. prohibits engaging in all personal on-line communications during working time or in working areas, even when using your personal electronic communications tools such as cell phones and other mobile devices. You may participate in the crew website StationM.

As an employee of HouCorp, people may think your views are the views of this and/or any other McDonald's. When you participate in any online communications or blog discussing McDonald's, make it clear that you are an employee of this McDonald's and that your views and opinions are yours and not those of this and/or any other restaurant or its employees.

Do follow the policies in the handbook and the policies displayed in your restaurant.

Managers must exercise caution and sound judgment if interacting with subordinates on Facebook or similar social media sites. Participating in such forums with subordinates may increase the potential to violate these rules and policies. For example, it may not be sound judgment for Managers to "friend" minor employees under the age of 18.

Do think about what you will say and about disclosing your personal details. Correct any mistakes that you make. **You post material at your own risk and you are personally responsible for the content of your communications.**

Do respect your coworkers' privacy. It is a violation of this policy to share in any online communications personal information about your coworkers (like religion, health, or any identifiable information that may relate to a safety issue, such as work schedules, phone numbers, residence).

Do not engage in any personal online activity including texting or engage in personal cell phone use while on working time or in working areas.

Do not speak or claim to speak on behalf of any McDonald's in your online communications.

Do not discuss or disclose employees, customers, franchisees, or suppliers by name without their permission.

Do not post material that is bullying in nature, abusive, profane, or otherwise inappropriate regarding McDonald's its products, our employees, officers, customers, suppliers, franchisees, and competitors.

Do not use McDonald's logos or copyrighted materials. Do not misuse our trademarks in your online communications.

Do not disclose or comment on confidential information of any McDonald's, including the restaurant where you work. For example: sales figures, guest counts, business plans, or how food or marketing promotions are doing.

Do not post any photos or video of the inside of yours or any McDonald's restaurant, including those of coworkers, customers, or work events. Do not post photos or video of employees in McDonald's uniforms on any website.

Do not use blogs, Facebook, or other external websites for restaurant communications.

Remember: If you fail to follow these policies, it may result in disciplinary action, up to and including termination.

Questions: If you have questions regarding this policy, contact your supervisor or your Owner/Operator.

The provisions of this independent McDonald's Owner Operator's policy as well as procedures and manuals that the Owner Operator issues from time to time are guidelines and do not establish contractual rights between this McDonald's and any of its employees. This independent McDonald's Owner Operator is an "at-will" employer which means that employment can be terminated by the Owner Operator with or without cause or prior notice, at any time. This McDonald's reserves the right to amend this policy and other policies and practices without prior notice, at any time.