



PENN GLOBAL SOCIAL MEDIA

This information is intended solely for agent use and cannot be disseminated or exhibited to the public nor can it be employed in any form of consumer or recruiting solicitation without prior express written consent from PGM. This information is intended solely for agent use and cannot be disseminated or exhibited to the public nor can it be employed in any form of consumer or recruiting solicitation without prior express written consent from PGM.

SOCIAL MEDIA POLICY & GUIDELINES

POLICY STATEMENT

PGM <Penn Global Marketing> fully acknowledges and recognizes the emergence and influence of social media in the modern world, as well as the rights of individuals to actively participate in the undertaking of such activities.

However, it is in the company's best interests that certain guidelines be set in the usage of social media, especially when the usage of such media can directly affect company processes, growth, and reputation. It is for that purpose that the company has chosen to draft and willfully uphold this Social Media Policy.

The company also acknowledges the inherent legal rights of its representatives as mandated by law. Any provision that violates any of these rights will be considered null and not be enforced. However, barring any legal precedents, willful violations of these policies will warrant appropriate sanctions.

SCOPE OF THE SOCIAL MEDIA POLICY

This policy will cover all representatives who are directly affiliated with the company.

- Representatives
- Managers
- Staff

OBJECTIVES

The enforcement of this policy seeks to:

- Establish clear guiding principles as to how representatives are to conduct themselves when engaging in social media whether the engagement is official or unofficial in nature.**
- Cultivate an environment wherein the usage of social media contributes to the overall welfare and productivity of the company.**
- Prepare representatives on the hazards and responsibilities of partaking in social media activities.**
- Protect the company and its representatives from any legal threats that may arise as a result of social media usage.**

SOCIAL MEDIA POLICY & GUIDELINES

GENERAL GUIDELINES IN WORK-RELATED SOCIAL MEDIA USAGE

A. Only representatives authorized by Penn Global Marketing are permitted to engage in work-related social media.

B. Information and content shared on social media must be approved by Penn Global Marketing beforehand and must comply with the organization's confidentiality policies.

C. Penetration into certain websites/forums/blogs must be approved by Penn Global Marketing beforehand.

D. Proper resource citations and copyright laws must always be upheld.

E. General guidelines In personal social media usage:

1) Configure the privacy settings on your social media profile to aptly satisfy your privacy requirements.

2) Disclose the nature of your affiliation with the company.

3) Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of the company.

4) Practice proper conduct and decorum when interacting with other social media users.

5) Strictly comply with the company's confidentiality policies.

6) Respect and uphold copyright/trademark laws.

7) Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated



SOCIAL MEDIA POLICY & GUIDELINES

Specific Guidelines in Work-Related Social Media Usage

A. Agents are not employees of Penn Global Marketing and may refer to their relationship as they work 'with' not 'for' the company.

B. Representatives are permitted to only use approved titles for your level of contracting with PGM.

C. Representatives are not authorized to open any social media account with PGM or Penn Global Marketing in the account name.

D. Any approved listing of Penn Global Marketing must carry the Town and Country address and contact information. Your information may additionally be listed as "local contact".

E. Use of the PGM logo must be approved in writing for each specific use. PGM reserves the right to edit or amend any misleading or inaccurate content depicted in posts. The company also reserves the right to delete posts violating the code of conduct. Social Media (includes but is not limited to);



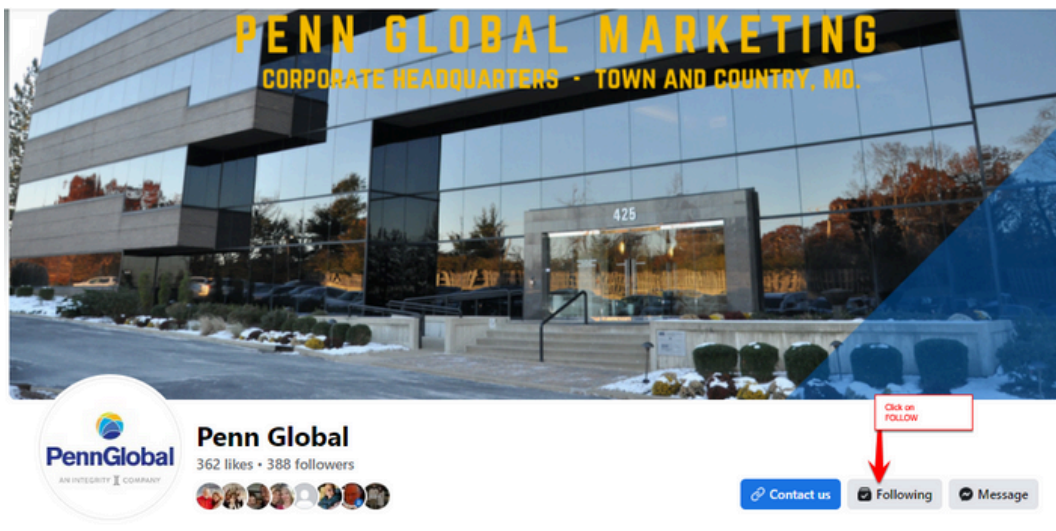
SOCIAL MEDIA

TIPS



LIKING OUR PAGE

IF YOU HAVE NOT ALREADY,
PLEASE "LIKE" OUR COMPANY PAGE.



SHARING POSTS

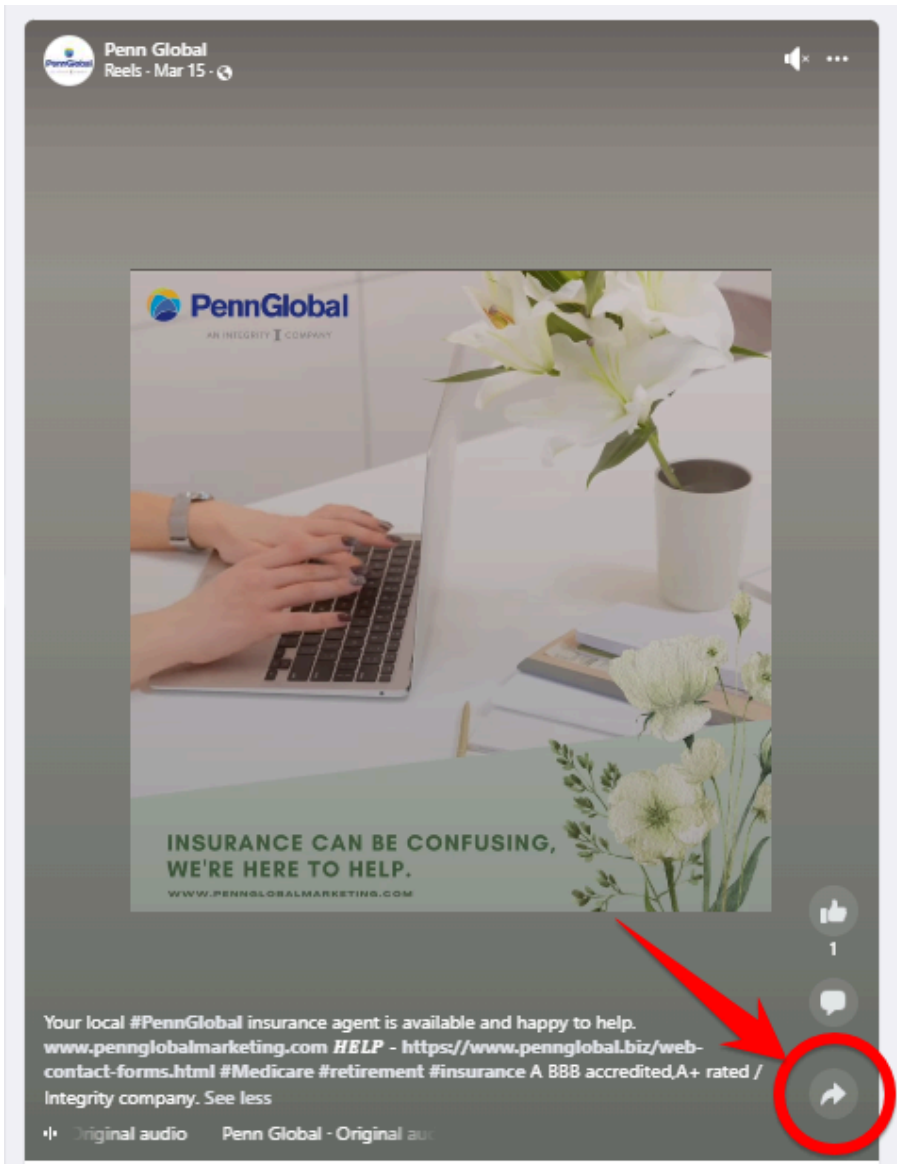
SHARING POSTS TO YOUR PERSONAL PAGE IS PRETTY SIMPLE.

FOLLOW THE SIMPLE DIRECTIONS ON THE NEXT FEW PAGES AND THE PEOPLE YOU KNOW AND MAYBE SOME OF WHOM THEY KNOW WILL SEE THE MESSAGE IN THEIR 'FEED'.



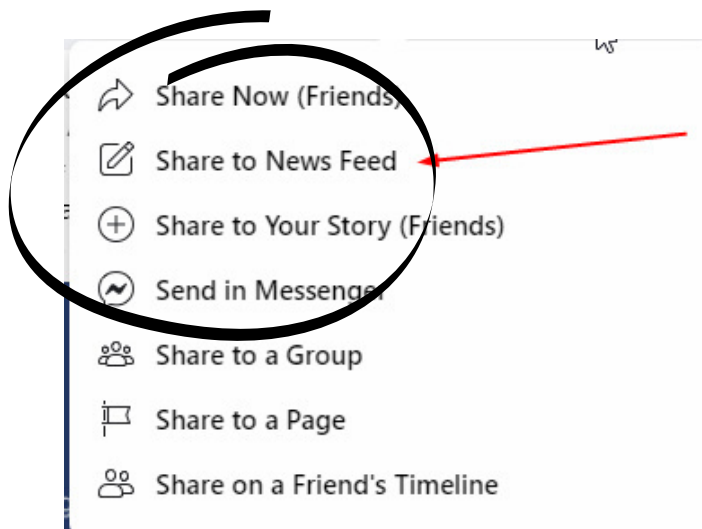
SHARING POSTS

STEP 1 CLICK ON SHARE



SHARING POSTS

STEP 2 CLICK ON SHARE TO NEWS FEED



Your standard post should be something like:

**I'm happy to help in Denver, Co.
John Q Agent (444)-111-3333**

you do not want to get creative here and risk a compliance violation.




SHARING POSTS

STEP 3 ADD YOUR CONTACT INFORMATION AND CLICK POST

Write Post

What's on your mind

Type in your location and contact information here, as if someone who doesn't know you would be reading it.



Medicare ✓
September 3 at 12:22 PM · 🌐

To ensure you have a more accurate prediction of your out-of-pocket costs for an outpatient procedure, we've improved our Procedure Price Look Up tool to include physician fees in

Add to Your Post

Post



ASK OTHERS TO SHARE

THAT'S IT.

IT DOESN'T HURT
ON OCCASION TO
ASK YOUR FRIENDS
TO PLEASE REPOST
A MESSAGE THAT
MIGHT BE HELPFUL
TO PEOPLE THEY
KNOW.



LIKING POSTS

IT HELPS OUR PRESENCE IF YOU CLICK LIKE ON THE COMPANY POSTS.

Penn Global
March 8 at 6:21 AM · 🌐

CONFUSION in the direction your career is headed?
A **SALES CAREER** with a proven path, a mentor, an excellent support team, and cutting-edge technology. #PennGlobal is the place to be. www.pennglobal.biz/careers.html

Apply - <https://www.pennglobal.biz/sales-career-application.html>
A BBB accredited, A+ rated / **INTEGRITY** company
#salescareer #mentor #insurancesales

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Career Sales Opportunity 2
Video made with Biteable. The World's Simplest Video Maker [Learn more](#)

📣 Boost this post to reach up to 895 more people if you spend \$14. [Boost post](#)

👍 2

👍 Like 💬 Comment ➦ Share



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