

SOCIAL MEDIA AND INFLUENCER MARKETING POLICY

JANUARY 2026

POLICY NUMBER: TMG-SEC-029

APPROVAL AUTHORITY: BOARD OF DIRECTORS



THE MAZI GROUP

1. PURPOSE

This Social Media and Influencer Marketing Policy establishes guidelines for The Mazi Group's social media presence and influencer partnerships. Social media is a vital channel for engaging with customers and building our brands. This policy ensures our social media activities are authentic, compliant, and aligned with our values across Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo.

2. SCOPE

This policy applies to:

- All official company social media accounts
- Employees posting on behalf of the company
- Influencer and creator partnerships
- User-generated content programs
- All social media platforms
- All brands and geographic markets

3. OFFICIAL SOCIAL MEDIA ACCOUNTS

3.1 Account Management

- Only authorized personnel manage official accounts
- Secure account credentials
- Use social media management tools
- Maintain consistent brand voice
- Follow brand guidelines

3.2 Content Standards

- Accurate and truthful content
- Respect intellectual property
- Appropriate and professional tone
- Inclusive and respectful language
- Compliance with advertising rules

3.3 Community Management

- Respond to comments and messages professionally
- Escalate customer service issues appropriately
- Handle negative feedback constructively
- Do not engage in arguments
- Report and address inappropriate content

4. INFLUENCER MARKETING

4.1 Influencer Selection

- Align with brand values and target audience
- Vet influencer content and reputation
- Assess engagement authenticity
- Consider diversity and representation
- Review past partnerships and controversies

4.2 Disclosure Requirements

All influencer partnerships must include clear disclosure:

- Use clear language: #ad, #sponsored, #partner
- Disclosure must be prominent and unavoidable
- Disclosure at beginning of content (not buried)
- Platform-specific disclosure tools when available
- Verbal disclosure in video content

4.3 Contractual Requirements

Influencer agreements must include:

- Disclosure requirements
- Content guidelines and restrictions
- Claim substantiation requirements
- Approval process for content
- Usage rights

- Compliance with FTC, ASA, and applicable regulations
- Termination provisions

4.4 Prohibited Content

Influencers may not:

- Make unsubstantiated claims
- Make drug claims for cosmetics
- Use deceptive practices
- Post content that is offensive or discriminatory
- Disparage competitors unfairly
- Violate platform terms of service

4.5 Content Review

- Review influencer content before posting when possible
- Provide clear briefs and guidelines
- Monitor posted content
- Request corrections if needed
- Document approvals

5. EMPLOYEE SOCIAL MEDIA

5.1 Personal Accounts

- Personal social media is personal
- Do not speak on behalf of the company without authorization
- Do not share confidential information
- Be thoughtful about company-related posts
- Identify opinions as your own

5.2 Posting About Work

- May share pride in work appropriately
- Do not disclose confidential information
- Do not share unreleased products or information

- Disclose employment if discussing company/products
- Be respectful of colleagues and company

5.3 Employee Advocacy Programs

- Voluntary participation
- Approved content provided
- Employees should disclose employment
- Authentic voice encouraged

6. USER-GENERATED CONTENT

6.1 Encouraging UGC

- Clear terms for UGC campaigns
- Obtain rights to use content
- Credit creators appropriately
- Do not misrepresent UGC as organic

6.2 Reposting UGC

- Obtain permission before reposting
- Credit original creator
- Ensure content is appropriate
- Do not alter content deceptively

7. PLATFORM-SPECIFIC GUIDELINES

7.1 Instagram/Facebook

- Use Branded Content tools
- Comply with platform advertising policies
- Appropriate hashtag usage
- Stories and Reels disclosure requirements

7.2 TikTok

- Use branded content toggle
- Clear verbal and written disclosure
- Comply with platform guidelines
- Age-appropriate content

7.3 YouTube

- Use paid promotion checkbox
- Verbal disclosure in video
- Written disclosure in description
- Comply with YouTube policies

7.4 LinkedIn

- Professional tone
- B2B focus for Upvendo
- Thought leadership content
- Employee advocacy guidelines

8. CRISIS MANAGEMENT

8.1 Social Media Crises

- Escalate potential crises immediately
- Do not respond without approval
- Follow crisis communication plan
- Coordinate with PR/Communications
- Document all actions

8.2 Influencer Crises

- Monitor influencer behavior
- Assess impact of influencer controversies
- Prepared to pause or terminate partnerships
- Have crisis clauses in contracts

9. PAID SOCIAL ADVERTISING

- Comply with platform advertising policies
- Accurate targeting practices
- Truthful ad content
- Proper landing pages
- Privacy-compliant data practices
- See TMG-SEC-028 for advertising compliance

10. METRICS AND REPORTING

- Track social media performance
- Monitor influencer campaign results
- Report on engagement and reach
- Measure ROI of influencer partnerships
- Use authentic metrics (avoid vanity metrics)

11. RECORD KEEPING

- Archive social media content
- Retain influencer contracts and content
- Document disclosure compliance
- Maintain approval records

12. TRAINING

- Social media team training
- Influencer compliance training
- Employee social media guidelines training
- Updates for platform and regulatory changes

13. ROLES AND RESPONSIBILITIES

13.1 Social Media Team

- Manage official accounts
- Create and curate content
- Engage with community
- Monitor brand mentions

13.2 Influencer Marketing Team

- Identify and vet influencers
- Manage influencer relationships
- Ensure disclosure compliance
- Review influencer content

13.3 Legal/Compliance

- Review influencer contracts
- Advise on compliance requirements
- Monitor regulatory developments

14. RELATED POLICIES

This policy should be read in conjunction with:

- TMG-SEC-016: Data Privacy and Protection Policy
- TMG-SEC-028: Marketing and Advertising Compliance Policy
- TMG-SEC-030: Brand Protection and Trademark Usage Policy
- TMG-SEC-044: Crisis Management and Communication Plan

15. POLICY REVIEW

This policy shall be:

- Reviewed annually by Marketing and Legal
- Updated for platform and regulatory changes
- Approved by CMO

- Communicated to relevant teams

16. DEFINITIONS

- **Influencer:** Individual with social media following who creates content in exchange for compensation.
- **Material Connection:** Relationship that might affect credibility of endorsement (payment, free products, employment).
- **UGC:** User-Generated Content - content created by consumers.
- **Disclosure:** Clear statement revealing material connection.

For questions about this policy, contact:

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