

External Social Media Communication Policy

Comment Moderation Policy

Waverly Place social media channels offer a friendly environment for the community, our followers, and brands to engage in a congenial way. We appreciate feedback both positive and negative, but will reject the following content and remove from all social channels:

- Comments which include offensive or inappropriate language.
- Personal or aggressive attacks that may offend brands and/or followers.
- Comments that are drastically off-topic and do not relate to content.
- Comments that appear to be SPAM.
- No mass follow links.

If a follower or social media user makes repeated offenses (2 or more), Waverly Place reserves the right to block the repeat offender from the page without notice. Waverly Place will contact first time offenders directly to clearly communicate the “comment moderation policy.”

Online Interaction Policy

Waverly Place will not respond to comments or engage in conversations that include:

- Spam and off-topic comments
- Defamation
- Misinformation. Waverly Place will do their best to correct any misinformation on the social channels.
- Trolling, which includes negative comments that do not contribute or benefit our brands and consumers.

Waverly Place strives to adhere to the following standards on all channels:

- Timeliness: Waverly Place will respond to comments and messages in a timely manner. 24-48 hours.
- Waverly Place will take all possible steps to ensure that what is posted is complete and accurate.
- If Waverly Place posts something that is inaccurate, Waverly Place will endeavor to correct it immediately.
- Confidentiality: Waverly Place will not discuss confidential information.
- Disclosure: When employees engage in public conversations about the organization, they will disclose their affiliation.