

Team Member Social Media

As a representative of Tim Hortons, we look to you to maintain a level of professionalism across social media, online groups and forums.

Not sure when to post about Tim Hortons? We made this handy one-pager for reference. If you are ever not sure what is “brand-safe” or appropriate content, please ask your manager before posting.

Please feel free to:

- Post brand-safe pictures, statuses or anything else that supports Tim Hortons’ brand values and company culture.
- Post brand-safe content from community events if permission to do so has been granted by the organizers.
- Post content that aligns with our marketing calendar and initiatives. This means only posting after a product or initiative has been publicly released.
- Share TH branded content and events through retweet (RT), sharing or regrams.

Please avoid the following:

- Posting information about your work in a negative way.
 - Sharing internal information about our products or other team members without permission is not appropriate.
- Creating content that could put the brand in a negative light or reflect negatively on the brand.
- Creating Tim Hortons event pages.
- Creating Tim Hortons themed blogs, handles or social accounts without the express consent of the restaurant support centre.
- Commenting on internal information, for example:
 - Campaigns, prior to their official launch
 - Production sheets for our food and beverages
 - Other employees without their permission
 - Complaints about products, services or operational activities
- Posting inappropriate comments about our competitors or guests.
- Referencing Tim Hortons in any political or religious content.
- Acting as a spokesperson. If a customer engages with you about Tim Hortons policy or actions, avoid taking a stance on behalf of Tim Hortons.
- Engaging directly when someone attacks you personally for being a part of Tim Hortons.

Your restaurant manager may also have a specific policy about using social media during working hours that you should be aware of and follow accordingly.