

Taco Bell Employee Online and Social Community Protocol

Many of you have personal web pages on social community sites such as MySpace, YouTube, Facebook and others. While it's a great forum for self-expression, it is important that you follow proper Taco Bell guidelines and policies.

If you talk about Taco Bell online (e.g., blogs, message boards, forums, videos, photos, etc.) please make sure you are respectful. **Everything you post can be tracked, and anything that breaks the law and/or Taco Bell policies could result in disciplinary action. Keep in mind that even if you delete a post, it could still be stored online permanently.**

Here are some tips for online and social community practices:

- **Don't** be disrespectful about Taco Bell, its employees, or its customers. You can talk about your job, but keep comments positive and don't use names.
- **Don't** post inappropriate videos, especially anything that happens in the restaurant.
- **Don't** post any Taco Bell operational guidelines online, including product build cards, training materials and visual identification picture materials.
- **Do** make it clear that what you're saying is your opinion.
- **Do** use common sense when posting materials online.
- **Do** be respectful of Taco Bell even when you are off the clock. Don't let the things you do and say reflect poorly on yourself, your job, or your community.
- **Do** think about what could happen. Taco Bell Public Relations monitors online postings. Be aware that crimes including theft, vandalism, and health code violations will be reported to the proper authorities.

Additionally, if someone is videotaping at your restaurant, either in the drive-thru or lobby, please call the Taco Bell Media Line at (949) 863-3915. Keep in mind that cameras of any type are not allowed in our restaurants. Thanks for your understanding and support!

Questions? Call the Taco Bell Media line at (949) 863-3915.

Signature

Date