



International Distribution Institute

Social media policy for franchisees

Frank Doll, General Counsel, Bodystreet, Munich

Beatrice Grifoni, Valentino, Milan

Teresa Rodriguez de las Heras Ballell, Andersen Tax & Legal, Madrid

Moderator: David Koch, Plave Koch PLC, USA

At the beginning of the relationship

- Definition of franchisor's social media strategy
 - *Social media activities by Fzees prohibited*
 - *Social media activities by Fzees tolerated*
 - *Social media activities by Fzees encouraged*
- Explanation of franchisor's social media guidelines
 - Why do we need a social media guideline?
 - Balance between "local" and "central" content
 - Need of prior approval of "local" content by franchisor?
 - Possible consequences of guideline violations
- Joint planning of pre-opening social media activities

During the relationship

- Steady monitoring on:
 - Image
 - Content
 - Agreement (co-existence agreement)
- Sanctions/Remedies
- Constant update of the guidelines

After termination of the relationship

- Legal and practical mechanisms to control accounts and digital contents (*social media policy*) + (*practical tools*)
- De-identification in social media
- Social media accounts' surrender to franchisor



International Distribution Institute

Discussion