



# Conagra Brands Supplier External Communications Guidelines

November 2021

At Conagra Brands, we believe that adhering to the highest possible standards of integrity and ethical behavior is the only way to succeed, and so we have set the highest standards for the way we conduct business, in areas from corporate and social responsibility to sound business ethics. As such, the conduct of Conagra Brand suppliers can play an important role in building and protecting the reputation of Conagra Brands and our portfolio of individual brands. Our actions, whether as an employee, a supplier, or a related entity, can impact Conagra Brands' reputation and ability to maintain a thriving business. The work we do each day builds our brand reputation, and the way we represent ourselves online and in the news is one piece of a larger puzzle that could comprise our brand image.

The following external communications guidelines contain requirements and guidance for the way employees, suppliers and other related entities communicate and represent the company through external channels. Carefully read these, along with the [Conagra Brands Supplier Code of Conduct](#), and ensure your social media posts and other external communications activities are consistent with this guidance.

[Social Media Guidelines](#)  
[Media/Influencer Guidelines](#)  
[Supplier Marketing Guidelines](#)

These guidelines are intended to help ensure that we adequately protect Conagra Brands' reputation, as well as its confidential and proprietary information and relationships with customers, consumers, employees and communities. Confidential or proprietary information includes:

- information related to Conagra Brands' trade secrets
- proprietary recipes and ingredients
- new products and innovation in development
- confidential projects
- the existence and/or any details of contracts with retailers, vendors and suppliers
- confidential information about customers
- sales data

These guidelines apply to all employees and suppliers of Conagra Brands, including advertising and public relations agencies, as the policies pertain to sharing information about Conagra Brands or its brands externally, including in public forums (e.g. social media), with influencers



(e.g. celebrities and others with sizeable social media followings, blogs, etc.) or with the news media.<sup>1</sup>

If you have any questions, please refer to [the Q&A in this document](#) or reach out to the appropriate Communications & External Relations contacts listed throughout.

## Social Media Guidelines

At Conagra Brands, we understand that social media can be a valuable way to share your life, interests and opinions with friends, family and co-workers, and we encourage you to highlight your passion about Conagra and our brands. We also know that the use of social media presents certain risks and responsibilities. We have established these guidelines for appropriate use of social media when conducting business on behalf of Conagra Brands.

For the purpose of these guidelines, “social media” includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else’s blog, online journal or diary, personal website, application, social networking or affinity website, web bulletin board, chat room or comments section, regardless of whether the social media site is associated or affiliated with Conagra Brands. This also includes communicating ‘behind the scenes’ through direct messaging on these platforms.

Whether you’re online using Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat, TikTok or other outlets, consider the risks and rewards that are involved in posting content or comments and know and follow these social media guidelines:

- **Be considerate.** Always be prudent when dealing with your co-workers, customers, suppliers or people who work on behalf of Conagra Brands. If you decide to post complaints or criticism online, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, bullying or threatening; that disparage customers, co-workers or suppliers; or that might constitute unlawful harassment. Examples of prohibited posts include malicious posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or the [Conagra Brands Supplier Code of Conduct](#). Remember, there’s really no such thing as “delete” on the internet. Even if you delete your post, screen grabs can live forever. **Consider anything you say online to be**

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<sup>1</sup> Nothing contained in this policy shall be construed to restrict or interfere with the rights of employees under the law to discuss, communicate regarding, or engage in other activities involving terms and conditions of employment with co-workers or others, provided employees may not violate the rights of any person or entity or otherwise violate the law when engaging in such discussions, communications, or activities.



**public and permanent**, including direct messages and time-bound posts that expire, like Instagram Stories.

- **Be transparent.** On external social sites and blogs, don't hide your affiliation with Conagra Brands when talking about the company or its brands as an advocate – it's not just good online etiquette, it's the law. If you're posting content to social media about the company, our food, our campaigns, food industry discussions, a recipe or product review, etc., you must disclose that you work with Conagra Brands, either by stating so in the post itself (e.g. by referring to "my client") or by including the hashtag #Client or some other indicator of your material connection to Conagra Brands. This applies to original posts as well as comments on another's post, forum, blog, etc.

Be sure to make it clear that you are not a company spokesperson. Using company logos may imply you are authorized to speak on behalf of the company and you probably aren't. Our Communication & External Relations team and select agency partners receive special training and prior approval to speak on behalf of or post for the company. It's easy to add a line to your bio letting all your readers or followers know where you work, and that the opinions you're expressing are your own. (See example below.)



- **Don't create content for Conagra Brands or individual brands without authorization.** Only Conagra Brands' employees and agency partners who are specifically authorized to create pages and social media content on behalf of Conagra Brands, its brands and offices or facilities may do so. Do not comment or answer questions on behalf of our brands on social media channels or forums, as our Consumer Care team handles consumer inquiries, complaints, etc.
- **Be honest and accurate.** Be sure you always are honest and accurate when posting information or news online. If you make an error, do what you can to correct it immediately and be clear about what you've done to fix it. Please contact the Communication & External Relations team to make them aware of the situation and seek counsel as appropriate. Never



post any information or rumors that you know to be false about Conagra Brands, our customers, suppliers or anyone working on behalf of Conagra Brands or our competitors.

- **Protect our information.** Maintain the confidentiality of Conagra Brands' confidential and proprietary company information. Refrain from talking about confidential Conagra Brands financial information, sales trends, strategies, forecasts, legal issues, product launches, or future promotional activities, or giving out information about customers.
- **Protect our customer relationships.** A customer relationship could be severely damaged if company information lands in the hands of a competitor or in front of the wrong audience. All Conagra Brands suppliers are responsible for protecting any confidential information they may have access to, including our customers' brands, proprietary business information, and relationships.
- **Respect others' privacy and their intellectual property.** Just because something's online doesn't mean it's okay to copy or post it. Be sure to credit your sources and, where necessary, ask for permission. Respect your coworkers, clients and/or employee's private information.

Violations of this policy by suppliers may result in an adverse impact on the suppliers' relationship with Conagra Brands, up to and including termination.

**If you have any questions about the policy, please contact Conagra Brands External Relations & Communications.**

**Conagra Brands – Corporate Communications:**  
Priscilla Zuchowski  
Office: (312) 549-5723  
Email: [priscilla.zuchowski@conagra.com](mailto:priscilla.zuchowski@conagra.com)

**Conagra Brands – Brand Communications:**  
Lanie Friedman  
Office: (312) 549-5316  
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## Media/Influencer Guidelines

Because Conagra Brands is a company with a portfolio of iconic and emerging brands, we get a lot of attention – including a steady number of requests and inquiries from the media, influencers and other potential partners. The good news is the Communication & External Relations team specializes in interacting with media and influencers both proactively and reactively.

All interactions with media and/or influencers on behalf of Conagra Brands and its brands must involve a member of the Communication & External Relations team. This includes responding to



influencer's posts, blogs, or online commentary regarding the company or our brands. The only exception to this guidance is when an agency is authorized to respond as part of an approved workstream it is managing on Conagra Brands' behalf. If you see something you think should be addressed on Conagra Brands' behalf, contact a member of the Communication & External Relations team. Individual contact information is listed at the end of this section.

The Communication & External Relations team is also exclusively responsible for representing the company and its brands. This means they are the only team that can create accounts or web pages that appear to represent the company in an official capacity through online services such as Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat, TikTok, Reddit, personal blogs or other online tools.

Employees and suppliers may be asked by representatives of the news media for information about: Conagra Brands; its activities or policies; activities of its customers, competitors or other employees; the company's position on public issues; or other interpretive aspects of the company's business, organization or functions. Employees and suppliers should refer any news media inquiries directly to the Communication & External Relations team without offering any personal commentary. Members of the Communication & External Relations team are the only individuals authorized to make official representations to any media sources (newspaper, radio, television, trade publications, magazines, etc.) regarding Conagra Brands. No other employee of the company or supplier of Conagra Brands may officially represent Conagra Brands in any such discussions, whether in a public or private forum (e.g. direct messages). Unauthorized representation may result in disciplinary action, up to and including termination of employment for Conagra Brands employees and other repercussions for suppliers.

**If you have any questions about the policy, please contact Conagra Brands External Relations & Communications.**

**Conagra Brands – Corporate Communications:**  
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## Supplier Marketing Guidelines

Conagra Brands has a broad network of suppliers, and we value the relationships we've built with these companies. From time to time, suppliers may seek to promote the work they are doing or have completed with Conagra Brands through various communications channels. In general, Conagra Brands does not participate in supplier external communication opportunities unless the opportunity enhances Conagra Brands' reputation and/or overall business success. We do not approve external requests based on goodwill, positive relationships or supplier performance.<sup>1</sup>

### Examples of communications requests:

- Video testimonials
- Press releases
- Case studies
- External speaking engagements
- White papers
- Newsletters
- Website citations
- Quotes within a supplier communication (such as press release or white paper)
- Social media posts
- Awards entries

**Prior to beginning any external communications project, connect with Conagra Brands Corporate Communications to secure approval.** You will need to provide information on the nature of the request, including the intended audiences, communication channels and purpose of the communication. Requests that do not provide any tangible benefits to Conagra Brands, could be a distraction to the company's priorities, or are detrimental to the company's external reputation will not be approved. Also take into consideration the company resources required for development and review of the materials.

Communications intended for suppliers' internal use, such as internal sales materials or event-related communications, need to be reviewed by our Corporate Communications team, but are generally approved.

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<sup>1</sup> This guidance applies to suppliers and partners at the corporate level. Individuals who want to share information related to Conagra should comply with the guidance provided in the Social Media Guidelines section of this document.



## **Conagra Brands – Corporate Communications:**

Dan Hare

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## **Q&A**

### **Social Media**

**I have personal accounts on Facebook, Twitter, LinkedIn, Instagram, Reddit, Pinterest, Snapchat, TikTok or other sites, or a blog. What information is appropriate to share about my work with Conagra Brands?**

We hope you'll talk to friends and family about your passion for Conagra Brands and our brands. Information that is public knowledge, such as announcements posted on [ConagraBrands.com](http://ConagraBrands.com), press releases, or brand social media posts can be shared. Just remember, if you're posting information to social media about our food, our campaigns, or anything else about or related to the company, be sure to disclose your connection to Conagra Brands, either by stating so in your post or by using a hashtag like #Client. This applies to all posts and comments on any social media forum such as Facebook, LinkedIn, Pinterest, Twitter, Instagram, Tumblr, Snapchat, TikTok and others.

**I came across an 'imposter' social media account for one of our brands. What should I do?**

Do not engage directly with these accounts even if you're an authorized community manager. Please take a screen shot of the account and share it with our Communication & External Relations team (contact information above) so they can take the necessary steps to remove it.

**I found inaccurate information about the company and/or one of Conagra Brands' brands on a social media channel or in online news. Can I respond with the correct information?**

If you come across something that misrepresents the company or our brands, do not respond, even if you are an authorized community manager. Please take a screen shot of the account and share it with our Communication & External Relations team (contact information above) so they can take the necessary steps to remove it.

**Can I write a review for one of our products on a web site or other online channel?**

Yes, you may write a review of our product(s), but you must disclose that you have a material connection to Conagra Brands with a hashtag like #Client, or #ClientProduct(s).

### **Media/ Influencers**

**A reporter or influencer called me with a question. What should I do?**

If a reporter or blogger asks you to comment on behalf of Conagra Brands on matters relating to the company or your line of work and you are not a designated spokesperson, you should



respond as follows: “I am not authorized to speak or comment on behalf of Conagra Brands. I will have the appropriate person contact you.” You should then send the individual’s contact information to a member of the Communication & External Relations team – contact information is listed above. If they’re calling you with questions about your personal life or asking your personal opinion, you may participate, but remember it’s a good idea to let the Communication & External Relations team know if you think the reporter will identify your connection to Conagra Brands. Just be sure the reporter understands that you do not speak on behalf of Conagra Brands, nor does your relationship with Conagra Brands have any bearing on the interview.