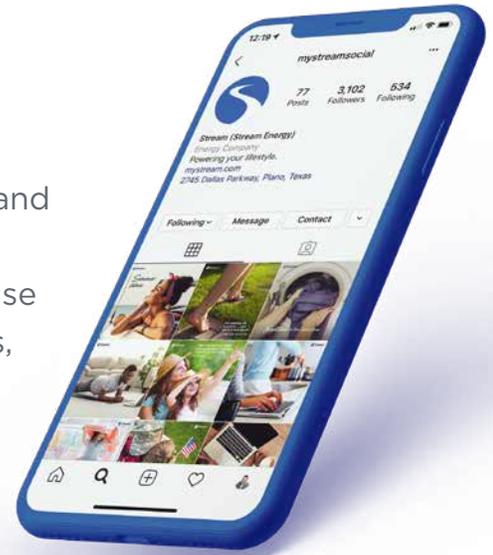


Do's and Don'ts for Sharing Stream on Social Media



Social media is a part of our daily life. As a tool for connecting and communicating with others, it's even become a platform to promote your business. That's why Stream encourages you to use social media in positive ways. When you follow these guidelines, you help protect Stream's brand you've helped build but also yourself from de-certification or any legal risks.

Respect the Stream Brand

- **Do** use Stream-approved graphics available in Kynect Central, the Kynect Share app.
- **Do** share posts by Kynect or Stream's social media channels.
- **Don't** create your own graphics with Stream's logo.

Represent Kynect and Stream

- **Do** represent yourself as a Kynect Associate that markets Stream energy services.
- **Do** be clear when listing your services on your profile so customers can easily differentiate that you market Stream energy services and are not a Stream associate or employee.
 - » Ex. John Smith, Kynect Independent Associate, Marketing Stream Energy Services
- **Don't** impersonate yourself or your profile as Stream the business, or an associate or employee of Stream.
 - » This includes creating Stream-branded profiles, such as @StreamJohn or adding Stream (Stream Energy) as employment to your profile.

Be Truthful and Transparent

- **Do** ask if you can review your prospect's bill together and see what their options are.
- **Do** celebrate your new Stream customers!
- **Don't** make misleading claims about saving customers money, ensuring the lowest price or earning incentives.
 - » Ex. "You can save 50% on your electric bill if you switch to Stream."

Do's and Don'ts of Sharing Stream on Social Media



Show Your Expertise

- **Do** mention Stream if you're referring to the energy services you market.
- **Do** share Stream's commitment to energy products and programs that fit your customer's lifestyle and budget.
- **Don't** mention Stream on social media if you're referring to the Opportunity.

Exercise Good Judgment

- **Do** keep conversations positive and truthful. Remember, you are responsible for the content you publish.
- **Do** show your audiences consideration and respect.
- **Don't** use language that may be interpreted as demeaning.

Tag Stream's Social Media Channels

 facebook.com/mystreamsocial

 [@mystreamsocial](https://www.instagram.com/mystreamsocial)

 [@mystreamsocial](https://twitter.com/mystreamsocial)

Thank you for abiding by these guidelines while sharing Stream energy services on social media.

Questions?

Check in with BIG at BIG@wekynect.com if you have questions about what you can and cannot post on social media.

