



TILO'S

Social Media Policy- Created by Debaleena Sen



INTRODUCTION

Dogs are often called man's best friend, offering unconditional love to those who care for them. Tilo's is dedicated to their well-being, creating and promoting customized care products for various dog breeds. Our brand serves dog shelters and pet owners, focusing on hygiene and health to ensure our furry friends live happy, comfortable lives.

At Tilo's, we operate state-of-the-art laboratories where researchers conduct in-depth studies on canine health concerns. We partner with veterinarians to support shelter dogs, many of whom have been abandoned due to illness or neglect. Our products, such as shampoos and serums, help restore their skin and fur quality, making them healthier and more adoptable.

On a domestic level, dogs are highly sensitive to environmental and climate changes, often experiencing fur loss and bacterial infections that, if untreated, may impact their long-term health. To address this, we provide customized care solutions for every breed, including cross-breed dogs that don't fit into standard categories. Our continuous research ensures innovative and effective products tailored for every furry companion.



OBJECTIVES

Maintain

Maintain brand reputation: Ensure Tilo's maintains a professional, informative, and engaging presence across all platforms.

Ensure

Ensure legal compliance: Adhere to ethical and legal guidelines when sharing content, collaborating with partners, and interacting with customers.

Provide

Provide consistent messaging: Align all communications with our core mission of animal well-being, maintaining a consistent tone and voice.

CONTENT GUIDELINES



Content to post

Informative posts about dog health, hygiene tips, and how personalized products benefit different breeds. Information regarding cross-breeding and new categories of dog breeds will be posted on our page.

Showcasing customized shampoos, serums, and other wellness products with detailed explanations of their benefits. Promote any new launches with ongoing deals about the launched products.

Sharing authentic success stories of rescued dogs whose lives have improved with Tilo's products and care and of those owners who were concerned with their furry friend's health and chose us to serve them.

Content to Avoid

We will not directly compare our brand to competitors in a way that discredits their efforts. For example, we will not promote why our products differ from a particular brand and why people should choose us over that brand.

We will not use any sensitive topics that discriminates any particular breed to promote our brand and its products. Memes are an integral part of social media and any negative dog meme such making fun about their appearance and issues will be avoided.

Tilo's post will never be concerned with any political issues. We promote wellbeing of our loved friends and hence will stick to issues concerning them and not to divert our content to address any particular issue that surrounds us.

TONE AND VOICE

Our posts will be filled with **genuine love and empathy** for dogs and their well-being. Pet ownership is an emotional journey filled with joy, challenges, and responsibility. Therefore, celebrating the bond between humans and their pets and showcasing success stories of rescued shelter dogs who found loving homes with Tilo's care products will be our main focus. We will use user-friendly, simple language that will resonate with pet owners all over the globe, making them feel valued and understood. We would post **empowering and supportive** posts for the pet parents and want-to-be pet parents that promote adopting dogs from shelters and inform them about the need for the adoption of these lovely fellows. Informative posts that would be very simple regarding common take-care and handling for different breeds would be posted that often goes out of sight.





SAMPLE POST FROM TILO'S SOCIAL PAGES



Home



Search



Explore



Reels



Messages



Notifications



Create



Profile



More



tilo.s2015



tilo.s2015 🐾 Did you know? Dogs, like humans, can suffer from seasonal allergies! 🌸 Our specialized anti-allergy shampoo soothes irritated skin and keeps your furry friend comfortable year-round.
#DogCare #PetWellness #Tilos



Be the first to like this

12 minutes ago



Add a comment...

Post

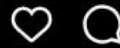
- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile
- More



tilo.s2015



tilo.s2015 🐾 Meet Bella, a 5-year-old Golden Retriever from Collingwood! Bella was struggling with fur loss due to climate changes, but thanks to Tilo's Fur Rescue Serum, she now has a shiny, healthy coat! 🌿 ✨ #HealthyDogs #TilosCare



Be the first to like this
26 seconds ago



Add a comment...

Post

Instagram



Home



Search



Explore



Reels



Messages



Notifications



Create



Profile



More



tilo.s2015



tilo.s2015 🏠 From Shelter to Forever Home! Meet Max, who suffered from severe skin infections. Thanks to our partnership with local shelters, Max received treatment and found his loving home! 🐕❤️ #AdoptDontShop #TilosShelterSupport



Be the first to like this

11 seconds ago



Add a comment...

Post

EMPLOYEE GUIDELINES

Employees may:

✓ Share company posts and promote Tilo's mission of empowering pet owners and promoting dog adoption from shelter homes.

✓ Engage positively with customers and answer inquiries politely as Pet owners face many challenges hence they need someone to understand their struggles and their emotional attachment to that furry one, hence maintaining a positive tone along with detailed reply to their inquiries are important.

✓ Share behind-the-scenes content from the Tilo's lab with approval from the research team. It is important that our customers trust our making process and hence to build their trust bits and pieces that the laboratory team approves can be shared by tagging the official page always.

Employees are prohibited from:

✗ Sharing of confidential information about product research or partnerships to protect brand credibility and maintain the brand value.

✗ Posting inappropriate or offensive content related to animals. We as a brand promote wellbeing of dog and hence no animal abuse posts should be promoted.

✗ Engaging in online disputes or negative discussions to protect brand reputation, maintain professionalism, and prevent escalation, as online disputes can quickly spiral out of control, attracting unwanted attention.

AI USAGE AND TRANSPARENCY



How AI Will Be Used:



Scheduling Posts: AI tools will help determine the best times to engage with our audience as the analysis of app algorithms are in built within the AI tools.



Generating Content Ideas: AI will assist in brainstorming post topics aligned with pet health trends. It will save time on coming up with new and innovative topics.



Analyzing Engagement: AI will help track performance to improve content strategy.

- How AI Will NOT Be Used:
 - Customer Interactions: All direct engagement with customers will be handled by human representatives to maintain our empathetic tone and come up with personalized replies to address concerns.
 - Product Descriptions & Health Claims: we will not use AI in describing our products and our claims, any post about our products and health tips will be approved by our research team experts and our expert vets before posting.
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CRISIS MANAGEMENT

- We will **acknowledge the issue promptly** and not ignore or delete negative feedback unless it violates our community guidelines. We will **respond within 24 hours** to show that we are **actively listening and taking concerns seriously** that would help assure customers that their concerns are being heard.
- Not all issues require the same level of response, as a single negative review from a dissatisfied customer differs significantly from a widespread complaint about a product or service. Our team carefully **evaluates whether the concern** is an isolated issue or part of a larger trend, ensuring that we **address problems effectively**. We also assess whether the issue violates our brand values or policies, as this determines the severity of the response needed. Additionally, we **monitor audience reactions** to gauge whether the situation is escalating or remaining contained. By taking the time to analyze these factors before reacting, we ensure that our response is measured, appropriate, and effective in maintaining trust and brand integrity. .
- **Following up with customers** is a crucial step in ensuring that an issue is fully resolved, as the crisis does not truly end until the customer feels heard and satisfied. After addressing the concern, we make it a priority to check back with affected customers to confirm that they are happy with the resolution provided.

MONITORING AND ENFORCEMENT

- At **Tilo's**, we believe that a positive and responsible social media presence is essential to maintaining trust with our customers, partners, and pet-loving community. To uphold our **brand values and ethical standards**, we take social media compliance seriously.
- We conduct **daily monitoring** of posts, comments, and messages to ensure that our online interactions remain professional, respectful, and aligned with our mission. This not only helps us **identify and address potential concerns early** but also allows us to engage meaningfully with our audience.
- Additionally, we provide **ongoing training for employees** on proper social media conduct, equipping them with the knowledge and guidelines needed to represent Tilo's appropriately. Whether it's understanding the **dos and don'ts of online engagement**, responding to customer inquiries, or managing brand reputation, our team is continuously educated on best practices.
- However, when **policy violations occur**, we address them through a **progressive approach**—starting with a **verbal or written warning**, followed by **additional training** if necessary. In cases of severe breaches, such as sharing confidential information or engaging in harmful discussions, **dismissal may be considered** to protect the integrity of our brand.



REFLECTION

- Developing Tilo's Social Media Policy required extensive research, strategic planning, and alignment with industry best practices. I began by analyzing **competitor strategies** from leading pet care brands to understand their engagement tactics and policies. This helped shape Tilo's unique **content guidelines, tone, and ethical considerations**.
- AI helped in getting appropriate words for the structuring of the policy. One of the prominent prompts I gave was. "Structure this paragraph that match the empathetic and empowering tone effectively."

A few other prompts:

- "Give me a better list of words that go well with writing the social media policy for a brand that focuses on dog wellbeing primarily."
- "Fix all the grammatical errors in the paragraph, if any."
This helped refine the **content strategy**.
- While AI provided **valuable insights**, human oversight ensured **accuracy, brand consistency, and ethical compliance**. Following this structured approach, I developed a policy that fosters **trust, engagement, and responsible communication**, making Tilo's a strong, authentic presence in the pet care industry.



THANK YOU

