

BIG LOTS' SOCIAL MEDIA GUIDELINES

Big Lots looks at social media channels as a collaborative tool to better serve and listen to our customers, our partners, our investors, and our associates, and these channels give us a way to share the optimistic and positive spirit of our brand, beyond our stores and our site. You can visit us at:

- **Facebook:** <https://www.facebook.com/biglots/>
- **Twitter:** <https://twitter.com/biglots/>
- **Instagram:** <https://www.instagram.com/biglots/>
- **Pinterest:** <https://www.pinterest.com/biglots/>
- **YouTube:** <https://www.youtube.com/biglots/>

Our dedicated social media team tries to respond to as many posts, comments, and messages as possible. However, if you have a specific question or service issue, we invite you to contact us here: <http://www.biglots.com/help/contact-us>.

At Big Lots, we are committed to providing amazing values every day, and to making our social media channels interactive and welcoming. While engaging on our social media channels, we ask that you respect the following guidelines:

- **Don't do anything that breaks the law.**
- **Stay on topic.** Keep posts relevant to the community and contribute to the conversation.
- **Be respectful.** Use of profane, derogatory, abusive, hateful, discriminatory, or offensive language, comments, or images will not be tolerated.
- **Do not solicit.** Third-party advertisements and posts that promote or solicit are not permitted.
- **Keep it real.** All posts should come from a real person with a real social media profile.

Please review Big Lots' User Agreement here <http://www.biglots.com/page/user-agreement> before using our official website or linking our website to your social media page.

Big Lots reserves the right to review and delete any content at our discretion that is inappropriate, offensive, or otherwise inconsistent with our standards or the standards of the specific social media platform on which the content was posted. If an individual's disruptive behavior persists, we may permanently block that person from participating. While we are excited to hear from everyone, it is important to note that content posted to Big Lots' social media pages does not necessarily reflect the opinions of Big Lots and we do not confirm the accuracy of any postings.

Big Lots engages in many social media communities, including Facebook, Twitter, Instagram, Pinterest, and YouTube. Because these communities are third-party entities unaffiliated with Big Lots, we are not responsible for the use of or for the privacy or security policies or content on any of these websites. Please review the privacy and legal notices of all websites prior to use.

If you are a Big Lots associate, please follow Big Lots' Social Media Policy and these additional guidelines:

- **Know and follow the rules.** Associates are expected to comply with all relevant company policies when using any social media channel, regardless of whether Big Lots has an official account on that channel.
- **Remember to identify yourself as a Big Lots associate when talking about our business or products on Big Lots' social media channels.** In addition to disclosing your Big Lots affiliation, you should make clear you are not posting on behalf of Big Lots and that your views do not necessarily reflect those of Big Lots.
- **Be honest and accurate when posting information or news, including communications about Big Lots.** If you make a mistake, correct it quickly. Be open about any previous posts you have altered. If you make a significant mistake, such as disclosing Big Lots' confidential or proprietary information, notify your supervisor and Human Resources as soon as possible so that we can take appropriate actions to minimize the potential impact of the disclosure.
- **Remember that we have a dedicated team assigned to manage Big Lots' social media channels.** Our team follows specific processes and procedures in engaging customers through our social media channels. To avoid confusion, we ask that you do not attempt to respond to customer inquiries or comments that ask for an official company response.
- **Keep in mind Big Lots' established channels for job-specific issues.** While we encourage our associates to join the online discussion, please remember to discuss and seek resolution of work-related issues using our Open Door Policy, the GET REAL Hotline, or other established internal processes.
- These guidelines are not intended to prevent you from discussing or communicating about terms and conditions of employment or from engaging in other concerted activity protected by law.