

2/18/2016

CKO Kickboxing Corporate

900 Madison Street

Hoboken, NJ, 07030

To all CKO Franchise Owners: **Social Media Gym & Employee Branding**

**Note to all CKO Owners and Staff:**

Effective immediately, CKO employees are to be reminded that any CKO branded page i.e, Facebook, Instagram, Twitter and any other social media page, shall only post relevant information as it pertains to CKO Kickboxing and work outs only. Any page branded with CKO in the title is held to the same guidelines as found in the Franchise agreement. The branded CKO page shall keep all religious, political, obscene pictures, video and text off of this page.

Visuals we encourage - Visuals of CKO Classes, Group Pictures, Weightloss Transformations, achievement pictures, CKO memes and CKO Pad Training

Visuals not allowed - Any weights or Small Group Class, No Branding of other workout methods

Trainers Personal pages cannot be a CKO branded page...Any CKO branded page must abide by the rules set and followed by the CKO Gym they work with.

Failure to do as such shall result in termination of your social media page. It is the right under the CKO Kickboxing Copyright guidelines that any page or information which sheds the brand in a negative light shall be confiscated and removed accordingly. It is recommended that if you wish to have a CKO social page then to have two profiles in which one being a personal page and the other a CKO business page. Any questions or concerns can be addressed to CKO corporate Headquarters in Hoboken, NJ.