

Home Services Event 'In-A Box'



Benefits of Home Services Events

- ✓ Standardizes event execution for Project Specialists



Services Event Set-Up Guide

Contents include what you have asked for:

- ☐ **Checklists** – Standardize what needs to be done when creating an event
- ☐ **Advertising Strategies** – Proven and Approved ways for you to market your events
- ☐ **Tips** – How to engage with your local Service Providers to really drive the relationship with your store

Watch the Video

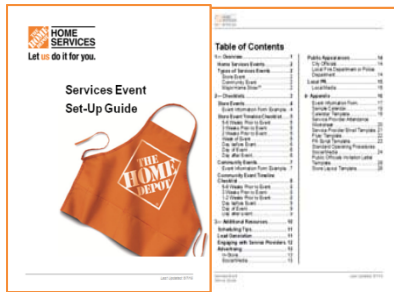


Remember...

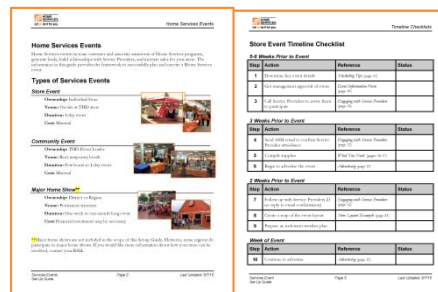
- ☐ Events should be a **Win-Win** for customers, associates, and Service Providers
- ☐ **Plan in advance** for the best results
- ☐ Reference the **Services Event Set-Up Guide**



Services Event Set-Up Guide with She Shed Example



1. Use the Checklist for creating an event



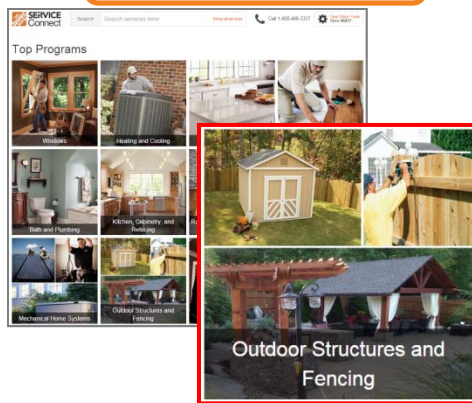
2. Use the proven and Approved ways for you to market your events



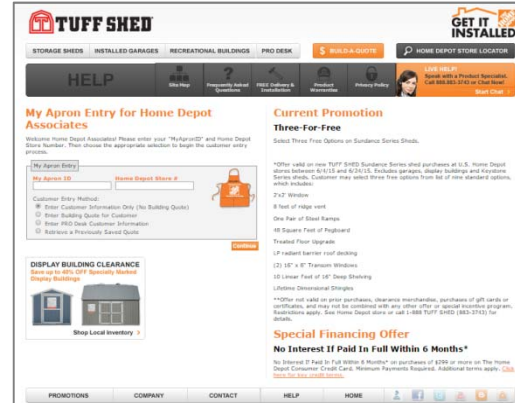
3. Engage with your local Service Providers to really drive the event

4. Share your She Shed event on social media!
#THDSheShed

Remember



1. Select Sheds from Service Connect



2. Utilize Shed Configurator



3. Shop homedepot.com to complete the look

The complete Set-Up Guide is attached. Check it out!



Example: Vintage Cottage She Shed



#THDSheShed



**SHE SHEDS:
COTTAGE IDEAS**



Found on homedepot.com



The Home Depot • 7 days ago

This cozy cottage She Shed, installed by The Home Depot, started as a standard storage shed. Now, it has been transformed with charming, rustic décor. See how this lovely little backyard retreat came together and get everything you need to start your cottage She Shed project at The Home Depot.

Take this



Installed Shed

TUFF SHED Sundance TR-700

\$2,700 - \$4,000

Availability Varies by Region

To THIS!



Rocking Chair + Slipcover

Hampton Bay Spring Haven Brown
All-Weather Wicker Patio Rocking Chair
and Slipcover

Homedepot.com \$139.00/set



Area Rug

Home Decorators Collection
Braided Natural 8ftx11ft Area Rug
Homedepot.com \$279.00



Throw Pillow

Historic Charleston Collection King
Charles 20in. Provincial Blue Square
Decorative Pillow

Homedepot.com \$44.99



Check out the Vintage Cottage She Shed on Pinterest

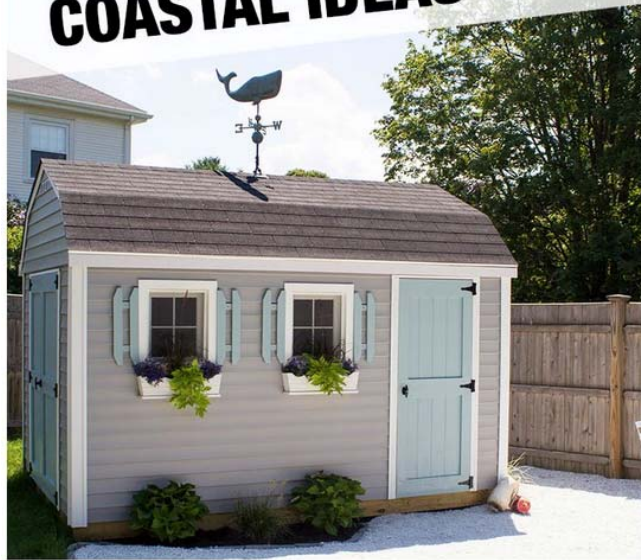
Example: Coastal Oasis She Shed



#THDSheShed



**SHE SHEDS:
COASTAL IDEAS**



Found on homedepot.com



The Home Depot • 1 day ago

This cute, beachy She Shed, installed by The Home Depot, was a labor of love by design blogger Danielle Driscoll. The seaside décor started with the authentic DIY shiplap walls. Get everything you need to start your coastal She Shed project at The Home Depot.

Things you'll need:



Installed Shed

Sheds USA Horizon Shed
\$3,149 - \$4,000
Availability Varies by Region

Loveseat + Slipcovers

Hampton Bay Spring Haven
Grey All-Weather Wicker Patio
Loveseat and Slipcovers
Homedepot.com \$299.00/set



Weathervane

Good Directions 37 in. Blue Verde Copper
Whale Weathervane
Homedepot.com \$203.99

Exterior Stain

BEHR Premium 1-gal. #ST-365
Cape Cod Grey Semi-Transparent
Weatherproofing Wood Stain
Homedepot.com \$36.98



Check out the Coastal Oasis She Shed on Pinterest

Example: Cozy Studio She Shed



#THDSheShed



**SHE SHEDS:
COZY STUDIO IDEAS**

Found on homedepot.com



The Home Depot • 7 days ago

This sophisticated She Shed, installed by The Home Depot, is beautiful inside and out. What started as a standard shed was transformed into a cozy, comfortable backyard studio and quiet retreat. Get everything you need to start your cozy studio She Shed project at The Home Depot.

Things you'll need:



Installed Shed

TUFF SHED Sundance TR-700
\$2,700 - \$4,000
Availability Varies by Region

Ductless Air Conditioner

Mitsubishi Mini Split
\$1,800 - \$2,200
Homedepot.com



Flooring

TrafficMASTER Allure
6in. x 36in. Dark Walnut Resilient Vinyl
Plank Flooring (24 sq. ft./case)
Homedepot.com \$50.16/case

Exterior Lantern

Hampton Bay 1-Light Outdoor Zinc
Wall Lantern
Homedepot.com \$29.97



Interior Paint

BEHR Premium Plus Ultra
1-gal. #UL200-4 Pier
Interior Semi-Gloss Enamel Paint
Homedepot.com \$34.98



Check out the Cozy Studio She Shed on Pinterest



**HOME
SERVICES**

Let **us** do it for you.

Services Event Set-Up Guide



Questions or Comments?
Contact Speciality Operations Team
Specialty_Operations@homedepot.com

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1— Overview

Home Services Events

Home Services events increase customer and associate awareness of Home Services programs, generate leads, build relationships with Service Providers, and increase sales for your store. The information in this guide provides the framework to successfully plan and execute a Home Services event.

Types of Services Events

Store Event

Ownership: Individual Store

Venue: On-site at THD store

Duration: 1-day event

Cost: Minimal



Community Event

Ownership: THD Event Leader

Venue: Rent temporary booth

Duration: Few hours to 1-day event

Cost: Minimal



Major Home Show**

Ownership: District or Region

Venue: Permanent structure

Duration: One-week to one-month long event

Cost: Financial investment may be necessary



**Major home shows are not included in the scope of this Set-up Guide. However, some regions do participate in major home shows. If you would like more information about how your store can be involved, contact your RSM.

2— Checklists

Store Events

It is critical to plan and prepare in advance to conduct a successful Services event. Use the following Timeline Checklist as you plan your store event.

Before you start, get everything approved by your Store Manager and/or Specialty Assistant Store Manager. To help you document the details of your proposed event, complete the *Event Information Form* [Appendix: page 19] and present to your manager for approval.

Event Information Form Example

Event Leader: Project Specialist Joe

Event Date: July 11, 2015

Event Time: 11 a.m. – 2 p.m.

Event Location: Front apron

Event Purpose: increase awareness about necessary HVAC
maintenance, generate HVAC leads

Event Goal: 8+ leads

Event Theme: “Stay Cool”

Management Approval: 

Now, let’s take a look at the Timeline Checklist!

*Remember: these are only guidelines, and you may need to begin planning sooner for large events.

Store Event Timeline Checklist

5-6 Weeks Prior to Event

Step	Action	Reference	Status
1	Determine key event details	<i>Scheduling Tips</i> (page 11)	
2	Get management approval of event	<i>Event Information Form</i> (page 19)	
3	Call Service Providers to invite them to participate	<i>Engaging with Service Providers</i> (page 12)	

3 Weeks Prior to Event

Step	Action	Reference	Status
4	Send ASM email to confirm Service Provider attendance	<i>Engaging with Service Providers</i> (page 12)	
5	Compile supplies	<i>What You Need</i> (pages 16-17)	
6	Begin to advertise the event	<i>Advertising</i> (page 13)	

2 Weeks Prior to Event

Step	Action	Reference	Status
7	Follow up with Service Providers (if no reply to email confirmation)	<i>Engaging with Service Providers</i> (page 12)	
8	Create a map of the event layout	<i>Store Layout Example</i> (page 24)	
9	Prepare an inclement weather plan		

Week of Event

Step	Action	Reference	Status
10	Continue to advertise	<i>Advertising</i> (page 13)	

Store Event Timeline Checklist

Day before Event

Step	Action	Reference	Status
11	Prepare event area	<i>Store Layout Template</i> (page 24)	
12	Be prepared to take photos		

Day of Event

Step	Action	Reference	Status
13	Set-up balloons, displays, etc.	<i>What You Need</i> (pages 16-17)	
14	Direct Service Providers on set-up and go over expectations	<i>Engaging with Service Providers</i> (page 12)	
15	Make announcements about event on PA	<i>PA Script Template</i> (page 25)	
16	Take photos		
17	Enter leads into Service Connect or FIRST phone throughout day	<i>Lead Generation</i> [page 11]	

Day after Event

Step	Action	Reference	Status
18	Send thank-you cards	<i>Engaging with Service Providers</i> (page 12)	
19	Take down event signage		

Community Events

It is critical to plan and prepare in advance to conduct a successful Services Event. Use the following Timeline Checklist as you plan your Community Event.

Before you start, get everything approved by your Store Manager and/or Specialty Assistant Store Manager. To help you document the details of your proposed event, complete the *Event Information Form* [Appendix: page 19] and present to your manager for approval.

Event Information Form Example

Event Leader:	Project Specialist Joe
Event Date:	July 11, 2015
Event Time:	11 a.m. – 2 p.m.
Event Location:	Norcross Community Center
Event Purpose:	increase awareness about necessary HVAC maintenance, generate HVAC leads
Event Goal:	8+ leads
Event Theme:	“Stay Cool”
Management Approval:	

Now, let's take a look at the Timeline Checklist!

*Remember: these are only guidelines, and you may need to begin planning sooner for large events.

Community Event Timeline Checklist

5-6 Weeks Prior to Event

Step	Action	Reference	Status
1	Determine key event details	<i>Scheduling Tips</i> (page 11)	
2	Get management approval of event	<i>Event Information Form</i> (page 19)	
3	Invite Service Providers to participate via phone call	<i>Engaging with Service Providers</i> (page 12)	

3 Weeks Prior to Event

Step	Action	Reference	Status
4	Send ASM email to confirm Service Provider attendance	<i>Engaging with Service Providers</i> (page 12)	
5	Compile supplies	<i>What You Need</i> (pages 16-17)	
6	Begin to advertise event	<i>Advertising</i> (page 13)	

1-2 Weeks Prior to Event

Step	Action	Reference	Status
7	Follow up with Service Providers (if no reply to email confirmation)	<i>Engaging with Service Providers</i> (page 12)	
8	Continue to advertise	<i>Advertising</i> (page 13)	

Community Event Timeline Checklist

Day before Event

Step	Action	Reference	Status/Notes
9	Prepare signs, displays	<i>Advertising</i> (page 13)	
10	Be prepared to take photos		

Day of Event

Step	Action	Reference	Status/Notes
11	Set-up balloons, displays, etc.	<i>What You Need</i> (pages 16-17)	
12	Direct Service Providers on set-up and go over expectations	<i>Engaging with Service Providers</i> (page 12)	
13	Take photos		

Day after Event

Step	Action	Reference	Status/Notes
14	Send thank-you cards	<i>Engaging with Service Providers</i> (page 12)	
15	Ensure leads entered into Service Connect	<i>Lead Generation</i> [page 11]	

3— Additional Resources

Scheduling Tips

How should you schedule Services events?

Create an *Event Calendar* [Appendix: pages 20- 21]

- Make it simple and visual
- Plan for at least one quarter at a time
 - You may also consider planning the dates and topics up to a year in advance, and planning the specifics and contacting Service Providers on a quarterly basis

When should you schedule Services events?

Store Events

Store Services events should be scheduled during high-traffic times to have the greatest impact and return on investment for stores. If possible, coordinate your Services events with existing events. Some suggestions include Kid's Workshops, DIY and DIH Workshops, and other promotional events. [Be sure to order your kits for these workshops well in advance.]

When you coordinate your Services events with special occasions like the Celebration of Service (September 11-Veteran's Day) or Fire Safety month, you may consider inviting city officials or the local police and fire departments.

[See *Public Appearances* (Appendix: page 14) for more information.]

Community Events

The store manager may be approached about community Services events. You should also seek out opportunities to participate. Some ideas include farmer's markets and community centers.

Lead Generation

Services events should generate leads.

- Actively use the FIRST phones and Store PCs to enter leads into Service Connect
 - You may find more information on Service Connect on the Specialty page on MyApron
- Encourage Service Providers to enter leads through Install2Go while on site, but they can also enter leads at their office through HD Connect

Engaging with Service Providers

How do you contact Service Providers?

Your DSM will be able to give you the contact information for your Service Providers.

Be sure to contact all Service Providers well before the Services event. It is important to stay in contact after the event to build strong relationships.

Use the *Service Provider Attendance Worksheet* [Appendix: page 22] as you complete the following steps:

1. Call and invite the Service Provider to participate. Give them the details of the event, and once they agree to attend, let them know that you will contact them again in a couple of weeks to confirm.
2. Ask your ASM to send a confirmation email to each Service Provider. Use *the Service Provider Email Template* [Appendix: page 23].
3. If they do not reply to the email by the deadline given, call to confirm they are planning to attend.

What should a Service Provider do at the Services event?

A Service Provider should actively engage with customers throughout the event. Encourage them to bring interesting displays, games, giveaways, or anything that would draw-in the customer. This can help to break the ice and begin a conversation. Once a conversation is started, a customer can be qualified and the process begins.

How should you stay in touch after the Services event?

Be sure to thank the Service Providers who participated in the event by sending a brief thank-you card. It is important to show your appreciation and continue to build relationships. If you have a good working relationship they are more engaged with events and your store.

Advertising

In-Store

- Bag stuffing, greeter handouts, posters near entrances and in bathrooms
 - You can find a flyer template on the Specialty page of MyApron.
- Answer phones with event announcement
- Public announcements
 - *PA Script Template* [Appendix: page 25]
- Homer costume
 - If you would like to have Homer at the event, contact your Regional office a month in advance to inquire about using the costume for the event.

Social Media

When using social media to advertise your event, be sure to follow the *Standard Operating Procedures* [Appendix: page 26]. It is important to state that you ***are an associate at The Home Depot*** and that your posts express ***only your personal opinions***.

You can do so by including this disclaimer in your bio, ***the postings on this site are my own and do not necessarily reflect the views of The Home Depot.***

To effectively utilize social media, you should advertise the event up to a week ahead of time. Keep it simple and include photos when applicable. If you would like to use the hashtags, we recommend tagging your local town as well. For example, if someone were to search #Norcross, posts from The Home Depot Services events could come up. The example timeline below gives an example of a Tweet or Facebook post progression:

1 Week Before

Interested in The Home Depot Home Services? Come by the Services event this Saturday 10-2 to learn more! #THDservices #[town]

3 Days Before

Stop by Sat. for our Services event from 10-2! Great opportunity to look into all the Home Services The Home Depot offers! #THDservices #[town]

Day Of

Come check out all of the Home Services offered at our Services event today from 10-2 at The Home Depot! Food, fun, and games! #THDservices #[town]

Public Appearances

City Officials

If you find it to be appropriate, you should ask your local city officials to attend the event. You should invite officials at least 2 months in advance.

You may find an *Invitation Letter Template* in the *Appendix: page 28*. Send this to the official's office.

- You should also browse their website to determine whether you need to fill out a meeting or appearance request. You can find their website and contact information by browsing your city's council website.
 - Some offices are larger than others. If there is a scheduler or an aide listed, include them in your outreach.
- Follow up after 2-3 weeks. Be patient, meetings with elected officials can take weeks to schedule.

If an elected official accepts the invitation to attend your Services event, please notify Sarah McDonald, Senior Manager of Political Programs, at Sarah_McDonald@homedepot.com.

Local Fire Department or Police Department

Inviting the local fire and police departments can be a great way to get the community involved; however, keep the following in mind:

- Plan ahead and ask them to participate at least 6 weeks out.
- Don't overwhelm them with invitations. Use discretion when determining which events to invite them to.

Local PR

Local Media

Services store events typically do not have enough news value to engage a local news outlet. For that reason, events such as Pro, Services, and Tool Rental are not proactively pitched to media.

It is company policy that no stores should contact local media directly. **Always** partner with the public relations department first. The public relations department helps maintain company image reputation within local and national media and is always on stand-by to assist stores/local media. This includes TV, newspaper, radio, and online media.

However, if your event has a unique element to it, or if you have an existing relationship with media and would like to invite them, please partner with the public relations department (listed below) for guidance.

Divisional public relations contact: Kathryn Gallagher Emery
(714) 940-3696
Kathryn_g_emery@homedepot.com

Unique elements could include the attendance of a public official, a relevant/public safety workshop, or an event with a large community impact.

What You Need

Below is a list of supplies that you can order off Ariba as needed. Be sure to discuss your supply needs ahead of time with your store management and get management approval prior to ordering these items.

Item	Photo	Order #	Price
Folding Table		MAY773072	\$99.99
Orange Balloons (100)		71125	\$5.31
White Balloons (100)		71128	\$5.31
Helium Tank- Starter		FTO	\$278
Helium Tank- refill		H01	\$120

What You Need

Ribbon (500 yards)		B31601	\$1.61
Thank-you cards (100)		HDS-067	

Other ideas include:

- Giveaway items
 - Pens
 - Cups
 - Mints
 - Magnets
 - Hats
- Banner
- Table Cloth
- Tent

4- Appendix

Event Information Form

Print and complete the following form to begin planning your Home Services event and obtain management approval. You may find a completed example on pages 4 and 7.

Event Leader: _____

Event Date: _____

Event Time: _____

Event Location: _____

Event Purpose: _____

Event Goal: _____

Event Theme: _____

Management Approval: _____

Sample Calendar

Use the following sample calendar as an example of how to plan and visualize your Home Services event. This is only a guideline, meant to aid you in your planning process.

June 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 ① Determine key event details	2	3	4	5	6
7	8 ② Get management approval of event	9	10 ③ Call Service Providers to invite them to participate	11	12	13
14	15	16	17	18	19	20
21	22	23 ④ Send ASM email to confirm Service Provider attendance	24 ⑤ Compile supplies	25 ⑥ Begin to advertise event	26	27
28	29	30				
July 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 ⑦ Follow up with Service Providers (if no reply to email confirmation)	2 ⑧ Create a map of event layout ⑨ Prepare an inclement weather plan	3	4
5	6 ⑩ Continue to advertise	7	8	9	10 ⑪ Prepare event area ⑫ Be prepared to take photos	11 Store Services Event!!
12	13 ⑬ Send Thank-You cards	14	15	16	17	18
19	20	21	22	23	24	25
27	28	29	30	31		

Calendar Template

Print and fill in the following calendar to plan and visualize your Home Services event. This is only a guideline, meant to aid you in your planning process.

_____ 20____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

_____ 20____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Service Provider Attendance Worksheet

Print the following worksheet and use it to organize and keep track of the Service Providers you have contacted to attend and participate in your Home Services event.

Event Date: _____ Event Location: _____
Event Time: _____ Event Theme: _____

	Service Provider Name	Called to Invite	Attending?	Sent ASM Email	Service Provider Confirmation	Called to Confirm (if no reply to email confirmation)	Attended Event	Thank-you Sent	Notes
Sample	ARS Universal	✓ 6/10/15	✓	✓ 6/23/15	✓ 6/25/15	N/A (Not Applicable)	✓	✓ 7/13/15	Bringing Event trailer
Sample	HVAC 123	✓ 6/10/15	No	N/A	N/A	N/A	N/A	N/A	
1									
2									
3									
4									
5									
6									

Service Provider Email Template

Use the following email template to send to the Service Providers that you have invited to participate in your Home Services event to confirm their attendance.

To: _____ [Service Provider] _____ [Email] _____
_____ [Service Provider] _____ [Email] _____
_____ [Service Provider] _____ [Email] _____

Thank you for participating in our Services Event. Please review the event details below.

Event Date: _____

Event Time: _____

Event Location: _____

Event Theme: _____

Please reply to this email to confirm your attendance by ____ [date] ____.

Thank you,

[Name]

The Home Depot
Assistant Store Manager

Store Layout Example

Use the following store layout example to help visualize where you will stage your event. Some suggestions of good places inside and outside the store to set up your tables are marked with yellow stars below.

Be sure to keep the following in mind:

- Do not block merchandise
- Target high-traffic areas
- Always have a back-up plan



PA Script Template

Use the following template to announce your Home Services Event in the store.

“The Home Depot’s Services Event is _ [Date: Saturday, July 11] _, from noon to two at your local Home Depot store. Stop by for free food, giveaways, and more! Plus it’s a great opportunity to learn more about HVAC tune ups by meeting our Service Providers. Let us do it for you. Ask an Associate for details. More saving. More doing. That’s the power of The Home Depot.”

Standard Operating Procedures: Social Media

Social Media Policy

THD.008. rev1 (12.13)

This Policy applies to all U.S., Guam, Puerto Rico and the US Virgin Islands associates of The Home Depot, Inc. and its subsidiaries (collectively, "The Home Depot").

As used in this policy, "Social Media" refers to technologies that provide people with a method of electronically sharing opinions, ideas, or experiences on the internet, or on mobile device applications, including, texts, tweets, logs or blogs, images, wikis, videos, other multimedia communications, or the posting of information of any sort on the internet, or on mobile devices, whether or not associated or affiliated with The Home Depot, as well as any other form of electronic communication.

GUIDELINES

Social media platforms require certain responsibilities. This Policy is intended to provide associates with guidelines for appropriate use of both company-sponsored social media and personal social media use as it relates to The Home Depot. The same principles and guidelines found in The Home Depot policies and The Home Depot Standard Operating Procedures apply to your social media communications.

Ensure that your Social Media interactions are consistent with The Home Depot policies including those referenced below. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects customers, suppliers/vendors, people who work on behalf of The Home Depot or its legitimate business interests may result in disciplinary action up to and including termination. Inappropriate postings that may include discriminatory remarks, false or deceptive information, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject any associate to disciplinary action up to and including termination.

Be honest, respectful and professional

The Home Depot is committed to providing an environment of mutual respect, free of harassment and discrimination for our associates, customers and vendors. You are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of age, race, sex, sexual orientation, gender identity or expression, disability, religion, veteran status or any other status protected by law or company policy. Never intentionally or maliciously post any information or rumors that you know to be false about Home Depot, fellow associates, customers, suppliers, vendors, people working on behalf of Home Depot or competitors or their products or services.

Post only appropriate content

- Maintain the confidentiality of Home Depot trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post sales information, internal reports, promotional information, customer or vendor information, holiday strategies, policies, procedures or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate The Home Depot Securities Laws Policy.
- Do not create a link from your blog, website or other social networking site to The Home Depot website without identifying yourself as an associate of The Home Depot.
- Express only your personal opinions. Never represent yourself as a spokesperson for The Home Depot, unless authorized to do so. If The Home Depot is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of The Home Depot, fellow associates, members, customers, suppliers or people working on behalf of The Home Depot. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of The Home Depot."

Using social media at work

Refrain from using external social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use The Home Depot email addresses to register on social networks, blogs or other online tools utilized for personal use.

Standard Operating Procedures: Social Media

The Company has established an official presence on various social media platforms and will continue to explore similar efforts. We ask that associates refrain from creating individual department, store, district or regional profiles on behalf of the Company external sites.

Help us Help our Customers

Please do not respond to any online customer complaints or requests for help, or speak on behalf of The Home Depot to customers in regard to its policies, promotions or other news. Please send us an email at information@homedepot.com and our centralized team will handle it immediately.

References/Links

Business Code of Conduct and Ethics
Standards of Performance
Harassment and Non-Discrimination
Information Systems Use and Security
No Retaliation
The Home Depot Securities Laws Policy
Terms of Use for The Warehouse

This SOP does not create a contract between the Home Depot and any of its associates. The Home Depot is free to change the terms of this SOP unilaterally at any time with or without notice.

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Public Officials Invitation Letter Template

Use the following template to contact a public official to invite them to attend your Home Services event.

July 1, 2015

The Honorable [First] [Last]
[Title: Mayor of ____; City Council Member, District ____; etc.]
[Address 1]
[Address 2]
[City], [State], [Zip]

Dear [Title: Mayor of ____; City Council Member, District ____; etc.]] [Last],

On behalf of the [number of associates] Home Depot associates and [number of stores] stores in [City Name], I would like to invite you to attend the Service Event we are hosting on Saturday, September 12, 2015 [Event Date should be at least 6 weeks away from when letter is sent], at our [store name] store located at [address]

The Home Depot is much more than the product we sell. The do-it-yourself culture of our people has guided our Company for more than thirty years. Our founder, Arthur Blank, said it best: “Everything good starts by taking care of your people, by having the right kind of people, and by allowing people to become the best that they can be.” In addition to our people, we work hard to give back and build relationships within our community -- two of The Home Depot’s Core Values.

We encourage you to accept this invitation and attend our event. This is an excellent opportunity to introduce you to our associates and the strides that The Home Depot continues to make to benefit our community. To confirm your attendance, please contact [name of meeting contact] at [email of meeting contact] or [phone number of meeting contact].

We look forward to hearing from you,

Sincerely,

[Store Manager]
Store Manager
The Home Depot

[Project Specialist/Event Leader/Etc. Name]
[Title]
The Home Depot