

Social Media Guidelines for Crew Members

As ambassadors of Silversea, we encourage you to share your experiences with elegance and care — while always protecting the privacy of our guests and the integrity of our brand. When sharing information about Silversea on social media, you are expected to follow these guidelines.

1. Comply with Laws and Company Policies

- Employees must comply with applicable laws and company policies, including, without limitation, the [Social Media Policy](#).

2. Be Respectful & Professional

- Always reflect Silversea’s values of sophistication, service, and discretion.
- Avoid posting anything that may appear offensive, inappropriate, or unprofessional.

3. Guest Privacy Comes First

- Never share images or videos of guests without their *explicit* consent.
- Don’t post personal guest details, names, suite numbers, or overheard conversations.

4. Keep Internal Operations Confidential

- Do not post internal communications, safety procedures, crew-only areas, or anything behind the scenes that is not publicly visible.
- Avoid sharing future itineraries or private onboard events unless officially cleared.
- Do not comment or opine on any speculation of the brand or its competitors.
- Remember that Silversea is part of the Royal Caribbean Group, which is a publicly traded company. As such, you should never comment or post on bookings, business performance, company trade secrets, etc. at any time.

5. Branding & Identity

- **Do not use Silversea logos in your profile photo** or include “Silversea” in your username or handle.
- You *may* reference your role and tag @Silversea in your bio (e.g., *Cruise Director* / *#SilverMoon @silversea*) — **only while under contract**.
- Once your contract ends, all brand references must be removed from bios and content.

6. Tagging Guidelines

- You’re encouraged to tag @Silversea and use #Silversea or #ToFindingMore on relevant, appropriate content.
- Never post misleading information or imply roles or access you don’t have.

7. Safety Is the Priority

- Never compromise safety for a post — yours or anyone else's.
- Follow all onboard safety protocols when capturing or sharing content.

8. Want Your Content Featured?

If you've captured something truly special, we'd love to see it!

Please email silverseasocial@silversea.com with the subject line: **Content for Social Media**

Include the following:

- **High-resolution content** (Preferred: vertical 4K, 60fps videos; 4:5 photos. We can also work with other high-quality formats.)
- A **brief description** of the content you're sharing and your **social handles** if you'd like to be tagged.

We'll reach out if your content is selected and will always credit you appropriately on our platforms.

9. Want to be featured in our content?

Our social team regularly travels across the fleet to capture unique, social-first moments — and we love featuring and recognizing the incredible crew who bring the Silversea experience to life.

If you're passionate about your job, love social media, enjoy being on camera, and have a story worth sharing — we're looking for you!

Please reach out to your supervisor before submitting your story. Once approved please see below:

Send an email to silverseasocial@silversea.com with the subject line: Crew Feature Moment

In your message, tell us:

- Why you want to be featured in our videos
- What makes you and your story special
- A little about your role at Silversea

Feel free to get creative — you can also submit a short video introducing yourself and telling us why you should be our next Silversea star.

Thank you for helping us showcase the spirit of Silversea — with elegance, pride, and authenticity.