



6.7 Social Media Policy

Intent

This document is designed to provide employees with guidelines regarding the appropriate use of the organization's social media pages and social media in general.

Scope

This policy applies to all employees always and without exception.

Unionized employees are requested to refer to their current Collective Agreement for specific information pertaining to social media. Where a Collective Agreement is silent on the issue, this policy shall dictate the requirements for unionized employees. In situations where the directions of this policy cover issues also in the Collective Agreement, the Collective Agreement will be the final authority.

Guidelines

The employer utilizes various social media applications, such as Facebook, Twitter, LinkedIn and Instagram as a means of communicating company information, including promotions and other marketing initiatives to customers, potential customers and the communities that it operates within. Use of social media is subject to strict guidelines to ensure confidential and proprietary information remains protected and that communication via online media is appropriate and consistent with the values and mission of the company.

The following guidelines shall govern employee use of social media applications.

1. Do not disclose confidential or proprietary information on any company-operated social media page. Disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
2. Employees will be held responsible for what they write or post on any company social media page. Inflammatory comments, disparaging remarks, or negative/inappropriate language or posts will result in disciplinary action up to and including termination.
3. Employees are directed not to engage in discussions regarding competitors in the industry, legal issues in which the company is involved, or government issues related to the company and our industry without prior approval from management.
4. Respect copyrights. Do not post text, images or video that were created by someone else without proper authorization. Direct questions about copyright law and/or usage of certain media to management.
5. Social media is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels, not on Facebook etc.
6. Social media is not a substitute for customer service. Please refer customers to the appropriate phone number and department instead of handling inquiries entirely through social media platforms.
7. If an employee discovers any group(s) that users have formed to discuss the company, its products, or services, please bring them to the attention of management.
8. If you have questions about how to respond to a specific post or group, discuss the issue with management prior to replying.



9. Use good judgment when posting photos from company events. Notify any employees who are in photos so that they may approve the posting of the photos.
10. Always adopt a positive attitude when responding to comments on the company's pages or applications, or comments about the company in general.
11. Only designated employees are eligible to post on the company social media platforms and respond to comments.