

SOCIAL MEDIA POLICY FOR GALT CURLING CLUB

Social Media offers new platforms for collaboration — both as a social application and for work. This gives us all opportunities to communicate in new ways with our members, our Employees, President and Board of Directors, our wider public audience and the world at large. Social networks must be considered as an additional mean of communication, complementing traditional member and public relations methods.

Our members and our Employees, President and Board of Directors likely participate in online social dialogue through one (or multiple) platform(s) such as Facebook, Instagram, LinkedIn, Twitter, etc. In some of those cases, it is possible that the topic of work comes up — in terms of what you do and in terms of what Galt Curling club does. It is important to consider that we are all ambassadors of the club and that social networks are in the public domain. All interactions create a persona for our brand and contribute to making it integral to our audience's environment.

Purpose

The purpose of this document is to provide guidelines and parameters to our Employees, President and Board of Directors regarding the appropriate use of social media while they are employed by and represent Galt Curling Club. With all social media, you must remember — **what happens online stays online...forever**. We would like to highlight that you are not being asked to participate in dialogue reflecting Galt Curling Club views if you choose not to. This information is beneficial for all of us to be aware of; for those of you choosing to join the conversation, you are asked to follow these guidelines.

While providing guidelines to our Employees, President and Board of Directors and members, one cannot provide information on all possible scenarios. Therefore, we recommend that if you are ever in doubt about a piece of information you would like to share, speak with our President, or one of our Board members for further clarity. Also, please use Galt Curling Club's CODE OF CONDUCT as a guide in reflecting Galt Curling Club's values, notably on social media.

We would request that in instances where specific questions are asked about Galt Curling Club or its policies, these inquiries be re-directed to our Board of directors, who will ensure a proper response or delegate accordingly.

When you engage

In all cases where you choose to engage in a dialogue pertaining to Galt Curling Club and to your work within Galt Curling Club, please remember to reflect our values and guidance provided within our Code of Conduct. Our decision on governance is based on the fact that, no matter what, the outside world will perceive that you are intervening on behalf of Galt Curling Club.

Because we are a member-driven organization, you should exercise judgment before posting any information on social media. Here are some questions you may want to ask yourself before posting:

- How would one of our members perceive this information were they to find out about it?
- Is this information, in any way, contradicting the stated opinions of Galt Curling Club?
- Could this information be used by the media or competition to tarnish the brand of Galt Curling Club?
- Could any of this information be considered immoral, politically incorrect or worse, illegal?

It is important to recognize that in the online environment, there is an expectation of immediacy. Post meaningful, respectful comments: do not spam or provide off-the-cuff remarks. When disagreeing with others' opinions, be appropriate and polite.

Date Feb 5th 2023

Galt Curling Club reserves the right to amend this policy at any time

AGREEMENT – GALT CURLING CLUB SOCIAL MEDIA POLICY

We are pleased to welcome you to the Galt Curling Club team.

This is a good opportunity to provide you with a copy of the Social Media Policy, which will help you get off to a good start. The objective is to give you an overview of the Club and the human resources practices of our company, and to ensure the efficiency of our operations and the harmony of our team.

All Employees, President and Board of Directors, whether seasoned or new, may occasionally need to consult the Social Media Policy. This document is intended as an easy-to-use reference tool containing the answers to your main concerns.

Should any of your questions remain unanswered, please feel free to contact our Club manager.

And last comment, all the Galt Curling Club policies are evolving documents that may be adapted as appropriate to reflect cultural and organizational changes as well as the modifications that are constantly being made to government regulations. Galt Curling Club is committed to maintaining open and transparent communication with all Employees, President and Board of Directors and will provide updated policies (where applicable) in a timely manner.

ACKNOWLEDGEMENT OF HAVING READ AND UNDERSTOOD THE SOCIAL MEDIA POLICY

I, _____, attest that I have read the Social Media Policy and its various components.

I acknowledge having received all the relevant information that I need in order to have a good understanding of the content and scope of this policy.

Employees, President and Board of Directors – Print Name

Employees, President and Board of Directors – Signature

Date

Employer – Print Name

Employer – Signature

Date

The original copy is given to the Employees, President and Board of Directors and the employer retains a photocopy for their files.