

POLICIES AND PROCEDURES

Title: Social Media Use Policy	Policy Number: SM-2016
Effective Date: Jan 1, 2015	Supercedes:
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POLICY STATEMENT

Social Media Participation at Tennis B.C.

As an organization, we encourage communication among our employees, customers, partners, and others - and Web logs (blogs), social networks, discussion forums, wikis, video, and other social media - such as Twitter - can be a great way to stimulate conversation and discussion. They're also an invaluable tool for Tennis B.C. participants who want to share information about their experience with the organization.

The Tennis B.C. Social Media Participation Policy applies to:

- All blogs, wikis, forums, and social networks hosted or sponsored by Tennis B.C.
- Your personal blogs that contain postings about Tennis B.C.'s business, products, employees, purchasers, investors, partners, or competitors
- Your postings about Tennis B.C.'s business, products, employees, purchasers, investors, partners, or competitors on external blogs, wikis, discussion forums, or social networking sites such as Twitter
- Your participation in any video related to Tennis B.C.'s business, products, employees, purchasers, investors, partners, or competitors; whether you create a video to post or link to on your blog, you contribute content for a video, or you appear in a video created either by another Tennis B.C. employee or by a third party.

Even if your social media activities take place completely outside of work, as your personal activities should, what you say can have an influence on your ability to conduct your job responsibilities, your teammates' abilities to do their jobs, and Tennis B.C.'s business interests.

Requirements

This section describes the requirements that are most relevant to Tennis B.C. employees participating in social media of various kinds (Tennis B.C. hosted and external). It is extremely important that you follow these requirements. Failure to do so may result in disciplinary action, up to and including termination of your employment with Tennis B.C.

Your online presence reflects on the organization. Be aware that your actions captured via images, posts or comments can reflect that of our organization.

Social media activities should not interfere with work commitments.



Follow the Policies

Tennis B.C.'s policies -Information Protection Policy, apply to your online conduct just as much as they apply to your offline behavior. Make sure you're familiar with them.

Protect Confidential Information

You may not use your blog or other social media to disclose Tennis B.C.'s confidential information. This includes non-public financial information such as future revenue, earnings, and other financial forecasts, and anything related to Tennis B.C. strategy, products, policy, management, operating units, and potential partnerships, that have not been made public.

Protecting the confidential information of our employees, participants, partners, and suppliers is also important. Do not mention them, including Tennis B.C. executives, in social media without their permission, and make sure you don't disclose items such as sensitive personal information of others or details related to Tennis B.C.'s business with its purchasers. Third party social media services use servers that are outside of Tennis B.C.'s control and may pose a security risk. Don't use these services to conduct internal Tennis B.C. business.

In addition, you may not publish (nor should you possess) other sports or sponsors proprietary or confidential information. You may make observations about other's products and activities if your observations are accurate and based on publicly available information. Take care not to disparage or denigrate other groups.

Refrain from Objectionable or Inflammatory Posts

Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. Make sure to respect others' privacy. Third party Web sites and blogs that you link to must meet our standards of propriety. Be aware that false or defamatory statements or the publication of an individual's private details could result in legal liability for Tennis B.C. and you.

Don't Speak for Tennis B.C.

Remember that you are not an official spokesperson for Tennis B.C. Make it clear that your opinions are your own and do not necessarily reflect the views of the organization.

For this reason, Tennis B.C. employees with personal blogs that discuss Tennis B.C.'s business, products, employees, purchasers, investors, partners, or competitors should include the following disclaimer in a visually prominent place on their blog:

The views expressed on this [blog, Web site, etc.] are my own and do not necessarily reflect the views of Tennis B.C.

Similarly, if you appear in a video, you should preface your comments by making it clear that you are not a Tennis B.C. spokesperson and your opinion doesn't necessarily reflect Tennis B.C.'s.

Don't Post Anonymously



While you are not an official spokesperson, your status as a Tennis B.C. employee may still be relevant to the subject matter. You should identify yourself as an employee if failing to do so could be misleading to readers or viewers. Employees should not engage in covert advocacy for Tennis B.C. Whenever you are blogging about Tennis B.C.-related topics or providing feedback relevant to Tennis B.C. to other blogs or forums, identify yourself as a Tennis B.C. employee. Remember, there is no true anonymity on the Internet, so best to always be honest and up front.

Respect Copyrights

You must recognize and respect others' intellectual property rights, including copyrights. While certain limited use of third-party materials (for example, use of a short quotation that you are providing comment on) may not always require approval from the copyright owner, it is still advisable to get the owner's permission whenever you use third-party materials. Never use more than a short excerpt from someone else's work, and make sure to credit and, if possible, link to the original source.

Use Video Responsibly

Remember that you may be viewed as endorsing any Web video (whether hosted by YouTube or elsewhere) or other content you link to from your blog or posting, whether created by you, by other Tennis B.C. employees, or by third parties, and the Social Media Participation Policy applies to this content. Also, recognize that video is an area in which you need to be particularly sensitive to others' copyright rights. You generally cannot include third party content such as film clips or songs in your video without obtaining the owner's permission.

Stick to Tennis B.C. Topics on Tennis B.C.-Sponsored Blogs

Blogs that are hosted or run by Tennis B.C. should focus on topics that are related to Tennis B.C.'s business. Take care to avoid subject areas that are likely to be controversial, such as politics and religion.

Respect Partner, Participant, Supplier Privacy

Do not reference or site organization purchasers, partners, investors or vendors without their express consent. In all cases, do not publish any information regarding a purchaser during the engagement.

Organization Logos and Trademarks

Organization logos and trademarks may not be used without prior written consent. Use of organization logos and trademarks must follow the guidelines as setup by the Marketing department. Modification of the logos or trademarks is not allowed under any circumstances without prior written consent from the owner(s) of Tennis B.C..

Don't Misuse Tennis B.C. Resources

Personal social media activities must not interfere with your work or productivity at Tennis B.C.. Don't use organization resources to set-up your own blogging environment, even if you are blogging about matters related to Tennis B.C.. Tennis B.C. resources, including servers, may be used solely in connection with formally authorized blogging environments that have been established following consultation with IT, Legal, and the Executive offices.