

Social Media Policy



Solutions

Title: SOCIAL MEDIA POLICY
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SOCIAL MEDIA POLICY

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Version 1	2010-12-08	Initial issue of Policy



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1. Objective and Scope

- 1.1** The purpose of this policy is to set out the principles and guidelines which employees of Transcontinental and its subsidiaries (“you”) are expected to follow when using social media sites (see definition below).
- 1.2** Social media has great potential to add value to our relationships with our colleagues, peer groups, clients and customers. They also represent potential for misuse which may result in damage to Transcontinental and its brand. For this reason, the Corporation has chosen to provide guidance to employees regarding use of social media sites both when they are acting on behalf of Transcontinental and when they are personally responding to topics related to Transcontinental, its subsidiaries and its brands.
- 1.3** This policy does not replace any previous guidelines regarding acceptable Internet use; it is meant as a guide to acceptable use of social media sites. Guidelines for acceptable use are included in Section 4 “Reference Documents.”
- 1.4** While using the Internet, you are expected to adhere to Corporate standards and policies, as well as Transcontinental values, including judgement and discipline, leadership, professionalism and integrity and respect for others.
- 1.5** The Corporation does not and will not tolerate content that is illegal, obscene, defamatory, threatening, infringing on intellectual property rights, invasive of privacy or otherwise objectionable. For further guidance, the Corporation’s Code of Ethics, which all employees have signed, should be consulted.
- 1.6** **The Corporation reserves the right to monitor the use and content of the social media sites used by its employees and to take disciplinary action, up to and including dismissal, if it determines that an employee is not behaving in a manner consistent with established policies.**

2. Definitions, Abbreviations and Acronyms

Terms	Definitions
Corporation	Transcontinental Inc., its subsidiaries and the legal entities they control.
Social media sites	Includes social media sites (e.g. Facebook, LinkedIn, Foursquare), micro-blogging sites (e.g. Twitter), blogs (including Transcontinental blogs and personal blogs as well as comments on blogs), video and photo-sharing websites (e.g. Flickr, YouTube), forums and discussion boards and online encyclopedias (e.g. Wikipedia).



3. Roles and Responsibilities

Role	Responsibilities
All employees	<ul style="list-style-type: none"> Read and comply with the Social Media Policy
Corporate Communications Department	<ul style="list-style-type: none"> Provide direction to employees when there are questions regarding acceptable use
Legal Department and Human Resources Department	<ul style="list-style-type: none"> Reserve the right to review employee conduct and take disciplinary action if the Policy is not respected

4. Guidelines for Acceptable Use

Employees' use of the Internet, including social media sites, shall be guided by the Corporation's values.

4.1 Judgement and discipline

- 4.1.1 Employees at all levels are expected to comply with established Corporate policies, standards and code of conduct; these apply equally to online activities.
- 4.1.2 The same Corporate rules, guidelines and values apply online as they do elsewhere: your behaviour online should reflect good judgement and common sense; adhere to Corporate values and policies as well as the Code of Ethics.
- 4.1.3 While use of social media sites is permitted at work, the time spent on these sites should be for professional reasons; employees should exercise sound judgement and discipline with respect to time spent.
- 4.1.4 The personal use of social media at work should be limited to coffee breaks or lunch breaks. Such use must not impede your ability to fulfill the duties and obligations of your position.

4.2 Leadership

- 4.2.1 Set the example. Leverage social media in a responsible way. Social media has great potential to add value in relationships with colleagues, peer groups, clients and customers.
- 4.2.2 The Corporation chooses to allow each Sector and groups within each Sector to determine how they will leverage social media for professional purposes, including marketing and promotional activities, as well as news dissemination, while complying with the Corporate Disclosure Policy. When social media are used by employees for personal activities or initiatives on behalf of the Corporation, such use must be cleared by the employee's supervisor.

4.3 Professionalism and Integrity

- 4.3.1 You are responsible for your actions; take responsibility for your comments and postings.

- 4.3.2 Be transparent. Do not represent yourself or Transcontinental in a false or misleading way; if necessary, use a disclaimer such as “these are my personal views and not those of the Corporation.”
- 4.3.3 Balance personal and professional information. If you publish information online, always think: Would I mind if senior management read this? If a competitor or client or colleague read this? If this appeared in a daily newspaper? Once it has been put on the Web, information travels fast and your content will be nearly impossible to entirely delete from cyberspace.
- 4.3.4 Respect copyrights, trademarks and all other third-party rights regarding content online.
- 4.3.5 To protect confidential and proprietary information; ensure that you have express permission to reference colleagues, clients, customers or partners unless this information in its entirety has already been made public (i.e. through a press release or a marketing campaign).
- 4.3.6 Transcontinental does not permit repurposing content from the Corporate Intranet (<http://intranet.transcontinental.ca>), any internal memorandum or internal letter in any public forum. If an employee chooses to share content from our public Internet (www.transcontinental.com), a link should be provided to the original content.

4.4 Respect for others

- 4.4.1 As when using the Internet, when interacting on social media sites use common sense, courtesy and good judgment; do not use these sites in any way to attack or abuse; do not engage in activities on the Internet which might bring Transcontinental into disrepute or affect its reputation.

4.5 When to ask for help

Employees must contact their supervisor or the Corporate Communications Department when:

- 4.5.1 there is uncertainty regarding acceptable use, including concerns or uncertainty regarding impartiality, confidentiality, conflicts of interest or commercial sensitivity;
- 4.5.2 a journalist/member of the media contacts an employee regarding any topic related to Transcontinental (refer to the Corporate Disclosure Policy for more information);
- 4.5.3 if there are errors about Transcontinental that require correction;
- 4.5.4 if an employee is offered payment to contribute content to a social media site; and,
- 4.5.5 employees who already have a personal blog, microblog or website which indicates in any way that they work at Transcontinental should discuss any potential conflicts of interest with their manager.

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5. Reference Documents

DOCUMENTS	HYPERLINK
Transcontinental Disclosure Policy	http://intranet.transcontinental.ca/en/tools-resources/corporate-policies/Documents/Governance/PS-02_Corporate_Disclosure.pdf
Transcontinental Code of Ethics	http://intranet.transcontinental.ca/en/tools-resources/corporate-policies/Documents/Governance/code_ethics.pdf
Transcontinental Technology Services/Information Systems Security Policy	http://intranet.transcontinental.ca/en/tools-resources/corporate-policies/information-systems-security/Documents/security/policy_Internet.pdf