



## **SOCIAL MEDIA POLICY**

---

### **Intent**

The Authentic T-Shirt Company®/SanMar Canada (the Company) is committed to upholding its Values when servicing customers and supporting employees of the Company. As we continue to grow in this world of technology, it is important to remember the Values, Vision and Mission which we formed together and instill in everything that we do.

- **Values:** Excellence, teamwork and integrity all support the value of service to our customers.
- **Vision:** To be every customer's first choice in Canada
- **Mission:** Growing our customers' businesses through superior service and continuous innovation, while growing opportunities for our team.

How we interact with the public and with each other can have an impact on the reputation of the Company's Values and its employees. This policy has been established to lessen the negative risk that use of social media can pose to the Company. It is important to remember to use sound judgement and common sense, and carry out the same values you follow as both an individual and employee of the Company when using social media.

### **Definitions**

"Social Media" is defined as any form of electronic communication through which users create online communities to share information, ideas, personal messages and other content. These include, but are not limited to: Facebook, Twitter, LinkedIn, My Space, Instagram, YouTube, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others.

### **The Policy**

This policy is not intended to interfere with the private lives of our employees or infringe upon their human rights. Instead, this policy is designed to outline standards when using social media in order to protect the privacy, confidentiality and interest of the Company. Employees will be held accountable for what they write or post on social media/internet pages where such posts negatively impact the Company and/or its employees.

Social media use shouldn't interfere with an employee's ability to

- a) perform his/her duties,
- b) adhere to company policies

The following principles apply to professional use of social media on behalf of the Company as well as personal use of social media when referencing the Company:

1. **Adhere to Company Policies:** Employees need to know and adhere to the Company Policies when using social media in reference to the Company and its employees. All applicable policies apply when referencing social media platforms and their content.
2. **Demonstrate Respect:** Employees should be aware that the Company may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the Company, its employees, or customers.
  - a. Some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, insulting, obscene, ethnic slurs or that can create a hostile work environment.
  - b. The Company will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status or any other legally recognized protected basis under federal, provincial, or local laws, regulations or ordinances).
3. **Protect Confidentiality:** Employees are not to publish, post or release any information that is considered confidential or not public.
  - a. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their supervisor. The Confidentiality Policy applies.
  - b. Social Media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to their direct manager or Human Resources.
4. **Property & Permissions:** All business-related Social Media accounts and related postings maintained by employees for marketing and/or networking purposes remain the property of the Company at all times.
  - a. Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
  - b. All information including the account, login and password should be returned to the Company at the end of an employee's employment. No employee has the right to use the account after termination of employment and only the Company is permitted to change account names and settings.
5. **Use Your Best Judgement:** Remember, the internet is permanent.

### **Violations:**

In the event a violation of this policy occurs, the Company will take disciplinary measures that reflect the severity of the offence up to and including termination of employment, with cause.

### **Acknowledgement and Agreement**

I acknowledge that I have read and understand the Social Media Policy at The Authentic T-Shirt Company®/SanMar Canada. I agree to adhere to this policy and will ensure that employees working under my direction adhere to this Policy. I understand that if I violate the rules set forth in this Policy, I may face legal, punitive, or corrective action.

\_\_\_\_\_  
Employee Name (Please Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Manager Signature