

BRD-GC-10 - Social Media Policy

Policy Statement

This policy applies to all Directors and Members of the Tarion Warranty Corporation.

Introduction

Scope

Social media includes all mediums that publish for the purpose of engagement and interaction including, but not limited to, Blogs, Facebook, Twitter, YouTube, Pinterest, LinkedIn, Instagram, Wiki, etc.

Purpose

The purpose of this policy is to provide Tarion's Board of Directors (and Committee members) with guidelines for participating on social media whenever Tarion business is engaged or discussed. The intent is to encourage Directors and Committee members to be actively engaged on social media but to also maintain a clear distinction between their personal activity and Tarion-related business activity.

The same principles and guidelines that apply to members of the Board of Directors as found in the Board's Code of Conduct & Governance Practices, apply to activities using social media. If Board or Committee members are unsure of whether to post, comment or respond on social media, they should contact the President & Chief Executive Officer or the Chair for guidance.

Application

This Policy applies to members of the Board of Directors and Board Committees. It relates to all forms of social media engagement whether directly through Tarion's social media channels or his/her own personal channels.

This policy has no exceptions. It should be used in conjunction with the Directors' Code of Conduct & Governance Practices, including the rules around Confidentiality and Conflict of Interest. This policy has the following guiding principles:

- Where social media activities relate to the business of Tarion, the policy should reflect the same rules of conduct that govern Directors speaking publicly on behalf of the Corporation.
- In conversations that relate to Tarion or Tarion-related business, Directors should always be transparent and disclose their affiliation with Tarion.
- Every Director's social media profile should clearly state that the views expressed are personal opinions and not the opinions of Tarion.

- Regardless of the social media account/profile, Board-related posts should be limited to sharing public information about the work of the organization (including news and announcements).
- When in doubt; **do not post**.

Policy

When participating or engaging in social media, you must:

- 1) Use your real identity, no aliases, and disclose your affiliation with Tarion if discussing Tarion's business or related industry topics.
- 2) Not represent or suggest that you are speaking on behalf of Tarion unless you have received prior authorization and direction from the Board or Board Chair. If you believe your posting can lead to any confusion to viewers/readers about whether you are speaking on behalf of Tarion, you should clearly and specifically state as follows:
 - Post disclaimer: "This information is my own, not Tarion's."
 - Blog disclaimer: "The opinions expressed in this blog are my own views and not those of Tarion."
- 3) Protect Tarion and your reputation. Avoid any statement or comment that might harm Tarion's reputation. As a Tarion Board or Committee member you represent Tarion and the Tarion brand. Your actions both online and offline can significantly impact perceptions about the company.
- 4) Not post any confidential, internal-use only or copyrighted information, including Board briefing documents or reports.
- 5) Not discuss stakeholders, vendors, legal issues or cases, potential business relationships or opportunities or other Tarion dealings without prior approval and direction from the Board or Board Chair.
- 6) Not post anything that is defamatory, offensive or harassing. You should not post content about the company, management, co-board members, employees or stakeholders that is vulgar, obscene, threatening, intimidating, defamatory, discriminatory, harassing, or a violation of the company's policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other protected class, status, or characteristic under the Ontario Human Rights Code. You should not disparage Tarion's services, or the products or services of the company's stakeholders.
- 7) Not engage with the news media or industry analysts.

- 8) Not engage in negative conversations. (If you are being questioned or attacked on any social media channel, contact the Strategic Communications Department and/or Stakeholder Relations Department for advice on next steps.).
- 9) Not expect your privacy or anonymity will be protected when you contribute to social media sites.
- 10) Consider everything you post to be permanent. Quickly correct any inaccuracies or errors in your posts. (While it is possible to delete posts, the potential public relations backlash makes this action very unadvisable.) **When in doubt; do not post.**

Monitoring Methodology

This policy will be reviewed no less than annually.