



PROFESSIONAL CONSTRUCTORS

EMPLOYEE SOCIAL NETWORKING POLICY

Purpose:

Social media is a broad term used to categorize interactive, electronic meeting places. These Internet-based locations, applications (apps) and programs are hosted by a third party and provide a public forum to share information and engage in moderated discussions.

Acres supports the use of social media as a communications tool to further consumer and industry awareness of Acres and the construction industry in British Columbia.

Scope:

Acres will use social media to disseminate consumer and industry information, promote Acres' services and areas of specialization.

The intent is to provide awareness and engage clients, future/potential clients and the community in discussions about buying or utilizing Acres expertise and services.

Only an individual delegated as official Acres spokesperson or representative may represent Acres in a social media forum. Acres Business Development Manager or Executives may from time-to-time, delegate an individual to act as official spokesperson for Acres.

Policy:

This policy establishes the expectations and requirements for all ACRES staff participating personally and professionally in social media forums.

Acres formally interacts on Facebook, Twitter, YouTube, and other sites deemed appropriate.

Acres will pre-approve any third party social media site prior to endorsing Acres participation on the site.

EMPLOYEE SOCIAL NETWORKING PROCEDURES

The following procedures and principles apply to professional use of social media and social networking on behalf of Acres, as well as personal use of social media when referencing Acres.

- Employees need to know and adhere to the Acres Code of Conduct, Employee Handbook, and company policies when using social media in reference to Acres.
- Employees should be aware of the effect their actions may have on their images, as well as Acres image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that Acres 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 Acres, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.

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- Social media networks, blogs and other types of online content may generate press and media attention or legal questions. Employees should refer these inquiries to Acres spokespersons.
- If employees encounter a situation while using social media that may become antagonistic, employees should disengage from the dialogue and seek the advice of a supervisor or HR.
- Employees should get appropriate permission before they refer to or post images of current or former employees, members, vendors or suppliers.
- Employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.