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	SOCIAL MEDIA GUIDELINES	GD-IT-CORP-001	
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SOCIAL MEDIA GUIDELINES

Approved by: André Grenier, Director, Information Technology 01-JUN-2022

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1. Purpose

CEDA encourages the safe exchange of ideas on social media platforms and understands how these can be used to further promote the vision of the organization, including sharing information on services, building awareness, fostering employee engagement, recruiting and business development.

2. Definitions and Acronyms

CEDA means CEDA Parent Holdings Limited and its subsidiaries, all entities forming part of the CEDA Group of Companies.

EMPLOYEE means any person employed by CEDA on a temporary, permanent full or part-time basis.

LEADER means an employee of CEDA who has direct accountability and responsibility for one or more direct reports.

SOCIAL MEDIA means an Internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds and more.

CEDA SPOKESPERSON an individual(s) who have been chosen to represent CEDA and speak on the organization's behalf to the media.

3. Guidelines

Employees using social media are expected to uphold CEDA's core values that guide our behaviour. As an employee and representative of CEDA, you are expected to demonstrate best practices and appropriate etiquette when using both your personal and work social media accounts, including but not limited to the following:

- Be respectful to all
- Never resort to name-calling or hate speech
- Never access sites in the workplace that others might find objectionable
- Do not disclose confidential CEDA information

If you come across misinformation, news leaks, confidential information, or other questionable content regarding CEDA on social media, you should not respond, but instead bring it to the attention of your HR Business Partner.

If the media contacts you via social media, direct them immediately to Corporate Communications at CorporateCommunications@cedagroup.com. Do not speak to the media on CEDA's behalf.

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If you believe there is a violation by any employee, including yourself, you should immediately report this to HR Business Partner. If you are unsure how to handle a situation, you should speak to HR Business Partner.

3.1 Know and Follow the Rules

Carefully read these guidelines, the CEDA Code of Conduct and Ethics Policy, the CEDA Information Systems and Technology Acceptable Use Policy and the CEDA Workplace Harassment and Violence Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

3.2 Protect Confidential Information

Do not use social media to disclose CEDA's confidential or proprietary information such as CEDA's business performance, business plans, strategies, financial forecasts, potential acquisitions, etc. that has not been previously made public by CEDA's official sites or credible third party organizations. As well, do not use social media to disclose information that is distributed via town halls, safety meetings, oneCEDA Intranet, oneCEDA eBulletin, general email announcements, etc.

Protecting the confidential information of our employees, clients, partners and suppliers is also important. Do not mention them, including CEDA's executives, in social media without their written permission and make sure you don't disclose items such as sensitive personal information of others or details related to CEDA's business with its clients.

In addition, you may not publish (*nor should you possess*) our competitors' proprietary or confidential information. You may make observations about competitors' services and activities if your observations are accurate and based on publicly available information. Take care not to disparage or defame competitors.

3.3 Refrain from Objectionable or Inflammatory Posts

Do not post anything written/visual that is false, misleading, obscene, defamatory, derogatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity as it may be considered as a violation of CEDA's Workplace Harassment and Violence Policy. Make sure to respect others' privacy. Be aware that false or defamatory statements or the publication of an individual's private details could result in legal liability for CEDA and you. Never post any rumours or information that you know to be false about CEDA, fellow employees, clients, suppliers, competitors and people working on behalf of CEDA.

3.4 Social Media to Build Your Professional Network

CEDA encourages the use of social media in your professional role to build a network of contacts and increase brand visibility. However, never represent yourself as a spokesperson for CEDA. If CEDA is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of CEDA, fellow employees, clients, suppliers or people working on behalf of CEDA. If you do publish a blog or post online related to the work you do or subjects associated with CEDA, make it clear that you are not speaking on behalf of CEDA. It is best to include a disclaimer such as "*The postings on this site are my own and do not necessarily reflect the views of CEDA.*"

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Do not use CEDA's intellectual property such as brands, logos and trademarks unless you have the authority to do so. For example, you should not use CEDA's name or logo in your screen name or other social media ID's or postings.

Make sure you are always honest and accurate when posting and if you make a mistake correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched.

3.5 **Respect Copyrights**

You must recognize and respect others' intellectual property rights, including copyrights. While certain limited use of third-party materials do not require permission, 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 give credit and, if possible, link to the original source when images, ideas and other intellectual property are used for personal or corporate benefit.

3.6 **Use Video Responsibly**

Remember that you may be viewed as endorsing any video (whether hosted by YouTube or elsewhere) or other content you link to from your blog or posting, whether created by you, by other CEDA employees, or by third parties. On that note, make sure to 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.

3.7 **Use Your Best Judgement**

Remember to always use professional judgment and common sense in deciding what you post. If you're about to post something that makes you even the slightest bit uncomfortable, think about why that is. If you're still unsure, and it is related to CEDA business, feel free to discuss it with your Leader or Corporate Communications. Ultimately, you have sole responsibility for what you post in any form of social media.

3.8 **Use CEDA Resources Responsibly**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your Leader. Do not use your CEDA email addresses to register on social networks, blogs or other online tools used for personal use.

4. **Supporting Documents**

Document Name	Document Identification	Revision
Code of Conduct and Ethics Policy	n/a	Latest Revision
Information Systems and Technology Acceptable Use Policy	PO-IT-CORP-001	Latest Revision
Workplace Harassment and Violence Policy	PO-HR-CORP-001	Latest Revision

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5. Interpretation and Updating

The Director, Information Technology is accountable for responding to any requests for clarifications and for regular review and updating of these guidelines.

6. Revision Record

Revision Date	Section Affected	Changes Made
15-DEC-2014	All	Issued for Implementation
01-JUN-2022	All	Revisions

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