

SOCIAL MEDIA POLICY FOR CORUS EMPLOYEES, ON-AIR TALENT AND SOCIAL MEDIA PRACTITIONERS

Preamble

Social media is a growing part of Corus' business. We know that it also plays an important part of everyday life for many of our employees.

Developments in the online world are rapid and constant. **This policy serves as your up-to-date reference on how to engage with social media as a Corus employee (page 3), on-air talent (page 6) and social media practitioner (page 9).**

These days, the lines between your personal, professional, and private social media accounts are blurred. And even the most stringent privacy settings supplied by social platforms are not bulletproof. So if you find yourself wondering if it's appropriate to post something about Corus on social media, be safe and don't. Corus' integrity is important, and it's your responsibility—as a valued member of the Corus team—to familiarize yourself with our policies and to adhere to them. Non-compliance to the social media policy can result in disciplinary action; therefore, use good judgement and professionalism when engaging in social media activities.

Any questions, comments or suggestions regarding Corus employee, on-air talent and social media practitioner online activity that are not covered by this policy should be directed to the Vice President, Communications.

Policies and Procedures
Social Media Policy
 (Version #2)



Term	Definition
Employee	<p>A full-time or part-time employee, temporary contract employee or independent contractor employed or engaged by Corus Entertainment Inc. or any of its subsidiaries.</p> <p>Note: independent contractors are defined as 'employees' for purposes of this policy only.</p>
Manager	The person to whom an employee directly reports.
Online Activity	To publish content, whether text or uploaded files such as images, audio and/or video and participate in "chat rooms" on social media, whether on personal or professional accounts.
Personal Account	A social media account held by an employee that is not intended for use in connection with work-related purposes
Professional Account	A social media account either created by Corus to which an employee is asked to contribute in the course of his or her employment or created by an employee at the manager's request for use in connection with work-related purposes. This also includes station-talent accounts created for television and radio talent.
Private Account	A social media account that is essentially not visible to the general public It has been made as private as possible by activating all account privacy settings to put the account into a locked-down, private mode to evade detection.
Social Media	Internet and mobile-based technologies that create opportunities for social networking and the exchange of user-generated content. These include, without limitation, Corus-operated websites and third party sites such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, blogs, and other public internet forums.

Employee Usage

Overview

To begin with, please familiarize yourself with and follow Corus' [Code of Conduct](#) and [Privacy Policy](#).

Everyone has a “virtual footprint” and you are personally responsible for yours. Your professional and personal life are intertwined in the online world. **Be aware that others will associate you with your role here at Corus and the company itself**, so be mindful of how you interact online – especially if you have a high profile role. Make sure that your social media profiles and content align with how you want colleagues and clients to see you. Commenting on a website, linking with a person, or expressing your points of view, even on your personal account, can be considered an endorsement and conflict with this policy.

Remember, everything you post online lasts forever, even if you delete it. Use common sense and pause before hitting send.

1. Respectful behaviour and conduct towards others

- **Use good judgement when making comments about others online.** Do not use ethnic slurs, personal insults, obscenity, and any conduct that wouldn't be acceptable in the workplace. At Corus, we're committed to providing and maintaining a workplace environment free of discrimination and harassment.
- We also believe in open communication and the sharing of ideas. So when you do express views on your personal account or participate in forum discussions, you must:
 - **Avoid posting anything that would embarrass or have a negative impact on the company's reputation.** Don't use social media to disparage, defame or bring Corus, its management decisions, or its directors, officers, and employees into disrepute. The same goes, of course, for Corus customers, suppliers, partners, affiliates, and competitors.
 - **It's okay to identify yourself online as a Corus employee, but make sure it's clear that you are speaking for yourself and not on behalf of the company.**
 - **We do encourage employees to interact with Corus' brands on social media.** Share, like and promote official Corus content that will further engage audiences and expand the brand's reach.
 - **Don't disclose or comment on legal or confidential information.** You'll need the official authority to do so. Off-limits are topics like our financial results and predictions of future performance, as well as anything to do with a legal issue or action.

2. Online activity on personal accounts during business hours

Use of your personal social media accounts during business hours is permitted—as long as it doesn't interfere with your ability to complete your work and meet objectives on time. If your posting, tweeting and other online activities become excessive, however, a manager can suspend your privileges.

3. Interacting with celebrities and high-profile guests at Corus

One of the special perks of working in the media industry, and Corus especially, is that you're sometimes in the presence of celebrities and other high-profile guests. As much as you may want to let the world know you saw one of your favourite celebrities, do not take a picture, unless you first have permission from Corus Communications.

- Celebrities are just like us in the sense that they value their privacy and safety, so be respectful of that.
- It's okay to take photographs and record any performances that take place on Corus' premises, such as in the Atrium at Corus Quay or in any of the television, news or radio studios, as long as Corus staff running the event, the celebrity or his or her manager has okayed it. At the same time, make sure further uses of the photographs/recordings are allowed when it comes copyright and other similar laws.
- Of course, guests should not be recorded or photographed at any other times, such as when travelling through the building, entering a kitchen or washroom area or waiting in green rooms.

4. Corus use of information obtained through social media sites

- It's true: We may sometimes use information from social media when making decisions about hiring, promotion and review. For example, if a candidate is up for a position with us, and we receive information that the candidate has made comments on social media that go against our Values, Respect at the Workplace Policy, Code of Conduct, or this Social Media Policy, that information may play a role in whether we hire that candidate.
- Another point: if you choose to endorse, engage or interact with a co-worker or colleague on a social media site, that information can be used in any of your manager's decision-making.

On-Air Talent

Overview

We encourage our talent to use social media to expand their reach, gather information, maximize the impact of our stations, and enhance our brands.

On-air talent includes all employees or independent contractors of Corus Entertainment Inc. or any of its subsidiaries who appear on one or more of Corus' stations or networks, or personnel whose duties may include development of program content, research, reporting and/or producing.

As on-air talent, you should remember that the purpose and priority of your online activity is to enhance the business goals of the company.

1. Managing your different accounts and having a high profile

- **Your manager should have full administration and approval rights over your station-talent-accounts.** When creating these accounts, always register using your "corusent.com" email address and your official station or network photographs. Please link your station or network personality page on your personal accounts, wherever available.
- **Your online presence even on your personal account can be considered as part of your professional duties, so use caution while interacting online.** Make sure that your social media profiles and content are consistent with how you wish to present yourself to colleagues, clients and audiences. Associating yourself with a particular website, person, or points of view, even on your personal account, may be seen as an endorsement and can clash with other principles of this policy.
- **Online activity on a station-talent-account should be consistent with the talent's role at their station.** News reporters shouldn't use social media to express political opinions or to advocate on behalf of a particular issues whereas talk show hosts are expected to do so. Similarly, online activity should cover topics that relate to the talent's role and should not be about unrelated matters.
- **Sometimes having a high-profile means getting requests to be a paid spokesperson and/or receive complimentary products or services.** We all love free stuff, but make sure you get approval from your manager before agreeing to any endorsements, whether on-air or online. If you refer to the product or service on a station-talent-account, please use a disclaimer like, "Company X gave me this product to try."

2. Respectful behaviour and content.

- We're a company that believes in open communication and the sharing of ideas. Whether you are expressing views on your personal account or posting on behalf of your professional role, consider these guidelines:

- **Use good judgement when posting online.** On-air talent on news talk stations may sometimes raise controversial subjects but the general rule is “don’t post anything to your personal account, station-talent-account, or any other social media account that you wouldn’t feel comfortable with broadcasting on-air.” Online activity should not result in the harassment, degradation or intimidation of an individual or group on the basis of race, religion, place of origin, sex, sexual orientation, marital status, age or disability, or contain anything pornographic. At Corus, we’re committed to providing and maintaining a workplace environment free of discrimination and harassment.
- **Avoid posting anything that would embarrass or have a negative impact on Corus’ reputation.** Never use social media to disparage, defame or bring Corus, its management decisions, or its directors, officers, and employees into disrepute. The same goes for Corus customers, suppliers, partners, affiliates, and competitors. Even if something is true – **if you can’t prove it, don’t post it.** Credibility is important to us so controversial statements about third parties must be able to be substantiated with facts and/or evidence. When in doubt about what constitutes defamation, speak to your manager and the Law Department prior to posting content online.
- **If someone has pointed out a possible factual error in terms of content that you posted on your station-talent-account, consult with your manager and the Law Department before publicly admitting to any possible error or apologizing.**
- **Receiving and responding to negative feedback is part of the job too.** You should be professional yet authentic when responding to legitimate feedback from listeners or viewers on social media. Don’t get overly defensive or engage in an online argument. Some call this, “feeding the trolls” and it usually makes things worse. Not sure how to respond to criticism? Speak with your manager on how to craft the best response. Remember that even nice people can seem vicious online when comments are taken out of context, so try to consider the possible effects of your online activity from all points of view.
- **If any members of the media contact you about your content, contact your manager before responding or returning any media calls.** Your manager will consult with Vice President, Corporate Communications on the best approach to take.
- **When considering whether to re-tweet posts from other media outlets,** consult with your manager as each station or network may take a different approach depending on the situation.

3. Specific Policy for Journalists

- As a journalist, your need to verify sources remains the same in the online world – the same journalistic standards and guidelines used on-air also apply to online activity. Keep in mind that

comments posted by the public on social media sites are not credible sources of facts, but may be used to establish the general public sentiment towards a topic.

- Talent who are reporters or journalists should follow the above policy, as well as the following journalist-specific policy. Behind-the-scenes investigative reporters should follow this policy as well:
 - **Have a breaking news story and want to share it on social media before it being broadcast on-air? Consult with your manager first. Policies vary according to station or network.**
 - **Re-tweeting content from other sources may be seen as an implied endorsement of that content, particularly if the re-tweet is not preceded with any commentary.** Before re-tweeting another post, you should apply the same standard of verification as you would before publishing any of your own content.
 - **Fake social media accounts are not an abnormal sight to see online.** Be sure to verify the authenticity of a source. When in doubt about whether a source is credible, you should consult with your manager or the Law Department prior to engaging in any related online activity.
 - **When relying on information that has been retrieved online, you may want to take the time to capture and save a copy of the information obtained from the website or screenshot, particularly if the information is controversial.** The information may become relevant at a later date if Corus is ever required to defend its position in a particular case.

Social Media Practitioner

Overview

If your official role at Corus requires you to engage in online activity or monitor third parties' online activity, you are a social media practitioner.

Working in the public eye in roles like public relations, interactive, marketing, promotions or social has its own unique considerations.

1. Specific Policy for Social Media Practitioners

- **Before creating a professional account, joining any social media sites or engaging in online activity, ensure that you have the authority to do so under the direction of your manager.** Your manager should have full administration rights to and approval rights over professional accounts. Professional accounts should be registered using your "corusent.com" email address (unless otherwise approved by your manager), and official station or network branding elements. Work with your manager to ensure they can properly oversee the administration of any professional accounts, including those accounts you may have historically administered yourself.
- **When engaging in online activity on a professional account or third-party social media sites for professional purposes, always make it clear that you are a Corus employee.**
- **For all professional accounts, including but not limited to, community sites, fan clubs and social media sites that allow content by members of the public to be published, managers must train authorized social media practitioners to moderate (review and approve online activity before it's published online) these forums effectively.**
- **Training must include how to distinguish between online activity that is allowable**, (e.g., postings which consist of constructive commentary or criticisms), **versus online activity that should not be published** (e.g. postings that contain unauthorized third party materials such as logos, designs or music owned by other people; pictures of other people; postings that solicit commercial or charitable donations; postings that are out-of-context or contain spam; postings that are offensive, vulgar, depict violence; and/or postings that are disparaging or defamatory). However, even if you know something is true, if you can't prove it, it should not be posted. When in doubt about what constitutes defamation, please consult with your manager and the Law Department prior to allowing content to be posted.
- If you notice or become aware of a situation online that appears to be serious or heading toward a crisis, e.g., a user is engaging in cyber-bullying; is making threats against others or him- or herself; or is engaging in disparaging online activity regarding Corus or its employees, the following steps should be taken:
 - Do not respond to these posts directly. Contact the Vice President Communications; and/or a lawyer in the Law Department immediately. Wherever possible, send an email with a screen

shot and link to the post in question.

- **When engaging in online activity or responding to a comment or question about the company business, avoid making unsubstantiated claims about any matters without checking the details first.** If you're not an authority on the subject, check with your manager on how best to respond. Employees (whether social media practitioners or not) are not authorized to give advice on a particular subject (e.g. parenting or nutrition) when representing Corus and its brands.
- Even where your role requires you to communicate directly with members of the public, **be sure to follow Corus' policies relating to the protection of confidential information.** If there is ever any doubt about whether or not to disclose any particular content to the public, check with your manager.
- **If a member of the media contacts you about any online activity that concerns Corus, bring it to the attention of the Vice President, Communications. Don't respond directly to media.**
- If you discover a third-party website that appears to be using a Corus trade-mark without permission, e.g., www.fakecoruswebsite.com or a website that is using Corus' intellectual property without permission, notify your manager and email a lawyer in the Law Department with a link to the offending site.
- **You should never open "anonymous" accounts or engage in online activity on an "anonymous" basis in an effort to publish or respond to a controversial post, or to create the perception of having more "friends" or "followers".** This is dishonest and goes against our Corus Values.

Related Policies

Global News Journalistic Principles & Practices

Code of Business Conduct

Employee Privacy