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SOCIAL MEDIA POLICY

1. PURPOSE

- 1.1 Social media platforms are powerful communication tools that have the potential to have significant impact on the reputations of organizations, professionals and individuals. The Solar Group (the "**Company**") has determined that the restrictive approach set out in this Policy to social media use by employees of the Company and its subsidiaries and, where applicable, persons under contract with the Company, is necessary in order to protect the Company, its customers and its employees. In particular, the Company has concerns regarding the potentially negative effect social media use can have on the reputation of the Company, its customers and its employees, branding, preservation of confidential information and compliance with the law.

2. FORMS OF SOCIAL MEDIA

- 2.1 Social media is rapidly changing and expanding. This Policy covers all forms of social media that are in existence or may come into existence in the future. By way of example, this Policy covers, but is not limited to, the following forms of social media:

- (a) blogs;
- (b) Wikis (e.g. Wikipedia, Wikileaks);
- (c) microblogging services (e.g. Twitter, Tumblr, Pinterest, Yammer);
- (d) online social networks (e.g. Facebook, Instagram, Snapchat, LinkedIn, Periscope, MySpace);
- (e) video or photo sharing sites (e.g., YouTube, Flickr);
- (f) Rating and review sites (e.g. Yelp, TripAdvisor, Yahoo Movies);
- (g) bulletin boards or forums; and
- (h) any other form of online publishing or discussion group.

3. GUIDELINES

- 3.1 **Responsibility** – Employees are personally responsible for the content they publish on social media. All employees must be mindful that what is published on social media will be public and will remain so indefinitely.





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- 3.2 **Company Policies and Employment Terms** – The same principles, guidelines, rules of conduct, terms and responsibilities of employment laid out in all Company policies, including but not limited to, the Company Policy, the Health and Safety Policy and the Anti-Harassment Policy as well as those laid out in any individual employment contract, apply to employee activities online. As a result, any discrimination, harassment, unlawful conduct, threats of violence and/or other breach by an employee of the Company's policies or the terms of his or her employment contract will not be tolerated.
- 3.3 **Identifying as an Employee of the Company on Social Media** – If you have identified yourself on social media as an employee of the Company, all of your postings reflect upon the Company. As an identified employee of the Company, these employees must ensure all posts or comments on social media are accurate, meaningful and respectful. These employees may not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. These employees should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
- 3.4 **Workplace Complaints** – Workplace complaints should be communicated to an employee's supervisor. It is not appropriate to air workplace grievances on social media. Employees are more likely to resolve work-related complaints by speaking directly with a supervisors than they are by posting such complaints on social media. Such posting are disrespectful, ineffective and unprofessional.
- 3.5 **Confidential Information** – Employees are not permitted to comment on or release information related to the Company or its business, including confidential information, news or information about the Company's business, employees, customers, products and services, suppliers, competitors, performance or financial results, whether confidential or not, on social media.
- 3.6 **Company and Customer Branding** – Respect the laws regarding copyrights, trademarks, rights of publicity and other intellectual property. Employees may not post any content on social media, including but not limited to pictures or videos, that display the Company's or its customers' trademarks, logos, copyrighted images or other intellectual property. Such postings could infringe the law, or otherwise confuse the public that the Company or its customers authorized, sponsored, or are affiliated with the employee's use of their intellectual property.
- 3.7 **Photography** – To ensure compliance with this Policy, employees may not post any pictures or videos taken on Company premises or the premises of the Company's customers on social media. To further ensure compliance with this Policy, and to ensure compliance with the Company's Health and Safety policy, the only pictures or videos that





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may be taken by employees while working are those that display health and safety risks at the job sites. These pictures or videos may not be posted on social media and may only be shared with the Company's Joint Health and Safety Committee for the purposes of addressing the health and safety concern.

- 3.8 **Monitoring** – Employees should be aware that the Company routinely monitors social media for reference to the name of the Company and other key words related to the Company and its customers.

4. VIOLATIONS

- 4.1 Employees must report any violations of this Policy to the operations manager of the Company.
- 4.2 The Company will investigate any complaint received of alleged misuse of social media or contravention of this Policy.
- 4.3 Behaviour which violates this Policy will not be tolerated. The Company will take any disciplinary or preventative action as it deems appropriate to address violations of this Policy that are brought to its attention, up to and including termination of employment for cause.

Employee Name

Employee Signature

Date

